

# **SOCIO-ECONOMIC ELEMENT**

City of Sunnyvale  
General Plan

ADOPTED  
JULY 11, 1989



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# SOCIO-ECONOMIC ELEMENT

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## INTRODUCTION / EXECUTIVE SUMMARY

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The Socio-economic Element is one of seven elements of Sunnyvale's General Plan. Though State law requires cities to adopt general plans that cover certain topical areas, it is the City's policy to adopt elements (and sub-elements) that address all areas in the City's sphere of influence. The Socio-economic Element is an optional element, not required by the State. In addition to the Socio-economic Element, other elements of the General Plan include the following:

- Transportation
- Community Development
- Environmental Management
- Public Safety
- Cultural
- Planning and Management

All elements and sub-elements of the General Plan include a review of community conditions, identification of community condition indicators that can be monitored through time, and established City goals, policies and action statements that relate to the issues reviewed in the community conditions section of the element. The Socio-economic Element follows this same format. The five chapters of the Socio-economic Element dealing with the community conditions are as follows:

1. Demographics and Neighborhoods
2. Economy, Business and Employment
3. Education and Training
4. Health Care and Social Services
5. Human Services Planning

The Socio-economic Element is unique from other elements in that it generally reviews topics of interest to the City in areas where the City provides few direct services. The topics addressed in the Element could best be described as those that have a great deal to do with the quality of life in Sunnyvale and are of considerable interest to City policy makers, but that are not the central topics of other elements or sub-elements of the City's General Plan. In a sense, this Element primarily deals with the scope of human needs of the City from the frame of reference of health and social welfare.

This Element is also unusual because there is some duplication with the subjects of other elements. Though all of the elements are in many ways related, this is particularly true in this case because of the emphasis on

the human aspect of the community. To the extent possible, this Element deals with topics not addressed by other elements, but some overlap is necessary since human needs are addressed in part by all municipal services. Where appropriate, the overlap is cross-referenced in the community conditions section.

As noted above, there are five chapters of community conditions in the element. In addition, there is a section of community condition indicators and a section of goals, policies and action statements. The contents of the chapters are as follows:

### **Chapter I. Demographics and Neighborhoods**

This chapter provides a profile of the demographics of the City of Sunnyvale. Statistical data, primarily drawn from the 1980 Census, is analyzed for the City as a whole and among the City's eight planning neighborhoods. Analysis of the neighborhood demographics focuses generally upon the differences among neighborhoods as compared to the City as a whole.

The Census data is the basic statistical information used to establish the demographic characteristics of the City. Though this information is dated, it is used because it represents a constant basis for future comparisons of demographic trends and is in fact the only reliable source to establish those characteristics. Though in many cases there is additional statistical information available, it is often drawn from extrapolations of the 1980 Census data and the relative comparisons remain the same. The report notes where there is significant reason to believe that some of the demographic characteristics may have changed. Also, the three chapters that follow rely upon more timely data and add depth to the demographic information provided in this first chapter. This chapter, as it reports out data about Sunnyvale, is factually as opposed to issues oriented. Issues are dealt with in subsequent chapters.

### **Major Findings**

Sunnyvale, with a population of over 117,000, is a diverse community. The minority population is about 30%. The largest minority group is of Asian descent, with those of Hispanic descent a close second. As of 1980, Asians represented 14% and Hispanics nearly 12% of the population. As a group, Sunnyvaleans tend to be well educated and have a high income, though this affluence is not universal throughout the City. There is an unusually high percentage of residents in the work force, and the labor participation rate of women is also high. Many of these women head single parent households.

There is a growing population of persons aged 55 or older and the relative percentage continues to increase, while the number of children is increasing only slightly. This increase in children is a significant departure from the late 1970's and early 1980's, when the number of children dropped precipitously. The median age among residents in 1980 was 31.1 years, up from 25.3 in 1970.

## **Chapter II. Economy, Business and Employment**

This chapter provides a brief history of Sunnyvale from the context of its economic growth and business opportunities. Three major issues are also addressed: industrial growth limitations; changing industrial composition and workforce displacement; and commercial and downtown revitalization.

### **Major Findings**

Sunnyvale has emerged as a leading industrial center, with its industrial growth largely promoted by high technology industries. Known as the "Heart of Silicon Valley", Sunnyvale has over 136,000 workers employed by Sunnyvale businesses. The economy is believed to be reasonably resilient to downturns, and it is projected that there may be as many as 158,000 workers by the year 2000.

While the economic growth has brought many benefits to Sunnyvale, continued job growth in Santa Clara County will intensify the adverse affects of industrialization: congestion, pollution and housing shortages. Sunnyvale is a leader in regional efforts to address these issues. Continued commitment on the part of Santa Clara County cities to address these issues is critical to maintain the quality of life of the region and to maintain the strong industrial base of the region. There is a possibility of a labor shortage in the late 20th/early 21st century that would have an adverse economic affect on the region.

Sunnyvale has been successful in revitalizing its commercial areas, particularly along El Camino Real and Mathilda Avenue. Part of the downtown area has also been revitalized through a redevelopment project, and it is the City's intention to complete the downtown revitalization by encouraging private development.

## **Chapter III. Education and Training**

This chapter identifies education and training opportunities available to Sunnyvale residents and addresses significant issues. The review of educational opportunities identifies the school districts that serve Sunnyvale and some of the issues they face. The review of training focuses largely upon the services offered by the City's Department of Employment Development funded by the Job Training Partnership Act.

### **Major Findings**

Sunnyvale is served by five different school district and eight private schools. Only Sunnyvale School District (K-8) serves Sunnyvale residents exclusively. The other districts that serve part of Sunnyvale include the Fremont Union High School District, Santa Clara Unified School District (K-12) and Cupertino School District (K-8). Foothill-De Anza Community College District (junior college) includes Sunnyvale in its service area. There are also many fine colleges and universities available to residents, including San Jose State University, University of Santa Clara and Stanford University.



The number of school age children in Sunnyvale declined from 26,949 in 1970 to 20,585 in 1980, a 24% decrease. This trend continued until about 1985 for grade school-aged children, when the grade school enrollment bottomed out and enrollment increases became evident. This enrollment decline led to the closure of one high school and over a dozen other school sites in Sunnyvale alone. Those districts serving grade school children are now considering re-opening some closed sites to handle projected enrollment increases, though the increases are not projected to approach 1960/70 levels again.

Another prominent enrollment trend is the dramatic increase in minority enrollments. The minority enrollment in Sunnyvale School District exceeds 50% and is increasing. This has implications for educational services provided by the District and public services provided by the City. Related to the decline in enrollment is a decline in State funding for education. Local school districts operate under tight budgets, resulting in not only the closure of schools but also reductions in important services such as school libraries, counseling, sports programs and other traditional school services. The funding dilemma affects the quality of the educational experience and has implications for public services offered by the City.

The school districts serving high school and college age students offer adult education and vocational educational opportunities. The City operates the NOVA Job Training Consortium through its Department of Employment Development. Funded under the Job Training Partnership Act (JTPA), NOVA provides employment and training services to North Santa Clara County cities and has been very successful, as evidenced by the national recognition it has received. Due primarily to a problem with the national funding formula, it faces a funding shortfall from year-to-year that places its future existence in jeopardy.

#### **Chapter IV. Health Care and Social Services**

This chapter reviews the network of health and social services provided by human service agencies. This chapter also focuses upon several current and emerging issues, including:

- . Crisis intervention and emergency services
- . Single parent families and childcare services
- . Substance abuse/counseling services
- . Homeless/Housing Services
- . Refugee Services
- . Senior Services
- . AIDS Disease
- . At Risk Youth

#### **Major Findings**

Sunnyvale residents have good access to health care. The closest full care facilities are El Camino Hospital in Mountain View and Kaiser Hospital in Santa Clara. Sunnyvale Medical Clinic is the largest health care provider in Sunnyvale. Other than for emergencies, Medi-cal patients must travel

to Santa Clara Valley Medical Center (SCVMC) in San Jose for treatment. There is a problem with providing care to indigent, uninsured patients who are treated at SCVMC since state funding annually falls millions of dollars short of covering the costs.

Major health care issues include a skilled nursing shortage; the high cost of health care and the expanding costs of health care insurance and workers compensation programs; substance abuse and treatment programs; and the AIDS epidemic and the need for better education and treatment. The AIDS epidemic will likely be on the forefront of the public agenda for years to come.

There are numerous agencies that provide social services to Sunnyvale residents. The United Way of Santa Clara County has a major role in determining the priorities and needs to be addressed by the array of nonprofit agencies that provide human services, since United Way provides essential grant money to these agencies. Santa Clara County is the government agency with the vested responsibility to address many human service needs. Unfortunately, government funding, often through the County, has been continually declining since 1980, so nonprofits have turned to other sources for funding, including cities.

Cities fund a number of organizations that provide human services for their residents. Sunnyvale has an Outside Groups Funding Policy and a Human Services Policy that provide an orderly process for analyzing requests for funds and identify appropriate criteria for considering their request for funds. Organizations qualifying for funds must demonstrate that their programs are directly associated with existing City goals, objectives and action plans. In addition to funding nonprofit agencies to provide human services, the City itself, through its NOVA Program and through the Senior Center, is heavily involved in providing an array of social services to its residents.

A need for certain crisis intervention/emergency services was identified. Among the most acute needs are ongoing support for domestic violence programs, youth counseling services, emergency housing, and inpatient care facilities for the mentally ill.

The issue of available and affordable child care is being debated at all levels of government. Santa Clara County (and Sunnyvale) has one of the highest female labor participation rates in the nation. Although it is known that there is a shortage of child care in Sunnyvale, it is difficult to quantify the extent of the problem. The lack of child care and poor quality child care has social costs. There is a need for all sectors, including government and the private sector, to address this national dilemma.

The City has been active in supporting child care for a number of years. The City established a model child care center at a closed school site facility in 1980, and this child care center remains in operation today. The City has funded a seed program to market employer-customized child care and is providing a registered after-school recreation program. Child care is provided for all participants in job training through the NOVA Program. In addition, in 1988, the City undertook a major study of child care, though the results of the study were not available when this document was prepared.

Sunnyvale has experienced an increase in the population of older residents. This general trend is occurring nationwide, though in Sunnyvale it has been fairly dramatic. Recognizing the need for expanded services for seniors, the City developed a Multi-Purpose Senior Center that was opened in 1982. In addition to providing recreation services, other health and human services agencies are encouraged to co-locate at the facility to provide the broad scope of senior services at one facility.

Identified needs for seniors include the need for escorted transportation and transportation subsidies, in-home care, crime prevention, senior day care, specialized health care, affordable housing, and job search assistance. Some services that address these needs are available through the Multi-Purpose Senior Center. The City also provides funding to nonprofit groups that address those needs.

Another issue is the problem of substance abuse. It is estimated that perhaps as much as 15% of the Santa Clara County workforce is addicted to drugs and/or alcohol. Numerous programs provide treatment, crisis hotlines, counseling, referral and education, but solutions to primary and secondary problems of substance abuse are not simple or easily articulated. There is a need to make drug prevention programs more effective and to improve the enforcement capabilities. The City has increased its drug prevention and enforcement capability by increasing its vice squad in 1986/87 to deal with drug dealing and drug abuse by youth, where it is believed the greatest impact can be made. The Public Safety Department has also involved the Fremont Union High School District in the SUSAN Program, where intervention strategies are employed for at risk youth.

Homelessness is a national tragedy. There may be as many as 5,000 people in Santa Clara County who have no place to live on a given day, and there are perhaps 100 to 200 homeless within Sunnyvale. There are many causes of homelessness, but not enough programs to address all of the needs. The high cost of housing in Santa Clara County only contributes to the problem. The City provides funding through the Emergency Housing Consortium located at Agnews State Development Center to provide temporary shelter for homeless individuals from Sunnyvale. Also, Sunnyvale Community Services has emergency services available to deal with the temporary emergencies. There is a need for expansion of services and facilities and for shelters for all homeless persons during cold winter nights.

The San Francisco Bay Area has been a magnet for refugee settlement. In the late 1970's and early 80's, Santa Clara County experienced a vast influx of Southeast Asian refugees. This influx heavily taxed the ability of the human services system to meet the needs of the new population. Those refugees who have little resources face many problems in their struggle in this country; among them is finding affordable housing, employment, and medical care. Refugees also face forms of discrimination. The City has accommodated refugees through many of its services, most notably NOVA employment and training services and Library services. In addition, language translation services are available citywide. Public agencies will need to make additional efforts to ensure multi-cultural sensitivity in providing services and providing protection against discrimination.

One of the major social concerns are so-called "at risk" youth. These youth generally represent those who are potential high school dropouts. This is a national dilemma, but one that is also of concern in this community in spite of its relative affluence. There is now a better understanding of the symptoms of at risk youth behavior and early intervention strategies appear to be successful. The SUSAN Program with Fremont Union High School District focuses on these students and attempts to keep them in the mainstream of education. Continued attention to the problem is important, and there is a need for stronger partnership among government, education and the private sector.

In the last 20 years, there has been a major shift in public policies regarding to persons with disabilities. Laws enacted by Congress were aimed at enhancing the overall quality of life for disabled individuals. These addressed the removal of architectural barriers, improvements of educational opportunities for disabled children, development of accessible mass transit systems and the establishment of "independent living" as a priority for state vocational programs. It is estimated that 11% of the population of Santa Clara County is disabled. The disabled fall into three general categories: developmental, physical and mental. There are a number of agencies located in the community that serve the disabled population.

The City provides services to those with disabilities primarily through its Parks and Recreation Department and Department of Employment Development. The Assisted Recreation Unit of Parks and Recreation provides a variety of on-going recreational, social and educational opportunities to the disabled. Included among the services is a subsidized transportation program. The Department of Employment Development targets the disabled as a special group and seeks out special agents to augment the service. Continual emphasis needs to be given to ensure that the disabled have access to community resources, housing, employment and recreation and leisure services.

## **Chapter V. Human Service Planning**

Chapter V, the final chapter of the element, provides a framework for the City's human service planning efforts. In a larger sense, human service planning means planning activities that are oriented to meeting the educational, economic, cultural, social, recreational and health needs of people. These human service needs are inextricably tied to other services that governments provide, (e.g., safety services), and that one's sense of wellbeing is based upon the whole environment and its ability to meet the needs of each individual.

Though the definition of human services is a very broad one, the popular usage of the term refers primarily to health services and social services. Thus, we have what are referred to as "human services agencies" that consist of a vast network of government agencies, nonprofit agencies, and private for-profit agencies that provide these services. In fact, counties in California are often thought of as agencies that provide human services, funded primarily by the State. Conversely, cities in California ordinarily

are not considered as providers of human services, and usually provide few strictly health or social services.

When human services planning is discussed in this Element, a broad definition is used which relates to planning of human services policies to achieve a community sense of wellbeing. Human services planning encompasses a holistic perspective of what the city government is all about. It is not a discrete activity that occurs once a year. It is an ongoing sensitivity to changing community trends and needs, and an understanding of how City services are delivered to address those needs.

The City has traditionally taken a limited role in the planning and offering of human services. From a City perspective, the provision of human services in the local community has largely been left up to federal, state and county agencies, and nonprofits. The exception is where the City is the direct grant recipient of federal funds, Federal Community Development Grants and employment and training, when the City is directly involved in providing those specified services.

The City has a Human Service Policy which provides guidance on the City's role in human services. The purpose of the Human Service Policy is to recognize human service needs and assure that needs are met in the most efficient and cost effective manner. This policy casts the City in the role of a "gatekeeper" to assure that human service needs in the City are addressed.

The City also has a program that assists the City staff, boards and commissions and Council in evaluating requests from nonprofit agencies for funding and to determine the funding consistent with citywide priorities. This policy is called the "Outside Group Funding Policy."

As Sunnyvale matures there will be continuing demand for the City to directly assume more nontraditional human services. It is obvious that the City cannot respond to all requests or even take up a significant amount of the slack for federal, state and county reductions should they continue. The City has certain basic services that it is chartered to provide, and fiscal resources have limitations. Therefore, human services planning takes on heightened importance. It must be broad based in approach, and consider as its goal the collective sense of well-being of the community.

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## **GOALS & POLICIES**

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### **Demographics and Neighborhoods**

**GOAL 5.1A** Preserve and enhance the physical and social environment and facilitate positive relations and a sense of well-being among all community members, including residents, workers and businesses.

- POLICY 5.1A.1** Encourage citizen and business participation in City policy decisions and civic affairs and assure that all of the City's residents have equal opportunities to participate.
- POLICY 5.1A.2** Strive to assure that all residents have equal access to City services.
- POLICY 5.1A.3** Ensure an integrated planning approach that considers all elements of the City's General Plan in establishing long- or short-range plans, goals and objectives for the City.
- POLICY 5.1A.4** Maintain City facilities and City properties to a high standard of maintenance and promote a positive aesthetic appearance in the neighborhoods.
- POLICY 5.1A.5** Maintain City neighborhoods as safe, healthy places to live.
- POLICY 5.1A.6** Encourage neighborhood patterns that encourage social interaction and avoid isolation.

### **Economy and Employment**

**GOAL 5.1B** Maintain and establish policies that promote a strong economy which provides economic opportunities for all Sunnyvale residents within existing environmental, social, fiscal and land use constraints.

- POLICY 5.1B.1** Provide existing employers with opportunities to expand employment within land use constraints and in accordance with regional planning goals.

POLICY 5.1B.2 Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.

POLICY 5.1B.3 Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.

POLICY 5.1B.4 Participate in regional efforts to respond to transportation and housing problems caused by economic growth in order to improve the quality of life and create a better environment for business to flourish.

**GOAL 5.1C Endeavor to maintain a balanced economic base that can resist downturns of any one economic sector.**

POLICY 5.1C.1 Support efforts to establish Sunnyvale's downtown area as a strong commercial center for the City.

POLICY 5.1C.2 Monitor revenues generated by different economic sectors on an on-going basis.

POLICY 5.1C.3 Maintain an attractive business community.

POLICY 5.1C.4 Promote business opportunities and business retention in Sunnyvale.

POLICY 5.1C.5 Support land use policies that provide a diversified mix of commercial/industrial development.

POLICY 5.1C.6 Consider development of a strong business retention program.

**GOAL 5.1D Support efforts to create employment opportunities for economically disadvantaged individuals, disabled individuals, minorities, women, youth and others with special employment needs.**

POLICY 5.1D.1 Support reforms to the welfare system that will provide positive incentives to those on welfare to enter the workforce and decrease welfare dependency.

POLICY 5.1D.2 Support federal programs, such as JTPA, aimed at increasing employment opportunities for groups with special employment needs.

**Education and Training**

**GOAL 5.1E Support efforts to improve the availability and quality of education made available in Sunnyvale.**

- POLICY 5.1E.1 Support educational reforms that will cost-effectively result in better education.
- POLICY 5.1E.2 Support unification of school districts within the Sunnyvale City limits.
- POLICY 5.1E.3 Support legislation that will provide appropriate state funding for kindergarten through 12th education in Sunnyvale, including funding for extracurricular activities.
- POLICY 5.1E.4 Support reforms to the State's school formula based upon average daily attendance to recognize actual needs of funding for schools.
- POLICY 5.1E.6 Support and/or consider the feasibility of attracting higher education into Sunnyvale and the region.
- POLICY 5.1E.7 Support reforms to improve educational quality.
- POLICY 5.1E.8 Support appropriate funding for community colleges serving Sunnyvale.

**GOAL 5.1F Provide job training and employment services, within constraints of operative Federal regulations and available Federal funding, to address the locally-determined employment and training needs of economically disadvantaged residents and others with special needs.**

- POLICY 5.1F.1 Participate in JTPA as a service delivery area as long as adequate Federal and State funding for the program is available, legislation remains essentially intact and the program can be cost-effectively administered.
- POLICY 5.1F.2 Support Federal job training and related legislation that maintains the primary role of local governments for serving economically disadvantaged and others with special needs.

#### Health and Social Services

**GOAL 5.1G Enhance the provision of health and social services to Sunnyvale residents by providing opportunities for the private marketplace to meet the health and social service needs of City residents.**

- POLICY 5.1G.1 Encourage the co-location of health and social service providers in Sunnyvale to facilitate the availability of such services.
- POLICY 5.1G.2 Provide incentives, such as co-location privileges or rent subsidies to attract private agencies to provide needed health and social services.



**POLICY 5.1G.3** Support measures to reduce the number of individuals who are uninsured for medical coverage, including catastrophic illnesses.

**GOAL 5.1H** Identify pressing health and social needs of the Sunnyvale community, encouraging appropriate agencies to address these needs in an adequate and timely manner.

**POLICY 5.1H.1** Support efforts to increase the availability, quality and affordability of childcare in North Santa Clara County.

**POLICY 5.1H.2** Support non-discriminating efforts to cure catastrophic diseases (such as AIDS) and prevent their spread in the community.

**POLICY 5.1H.3** Encourage the provision of services for older adults in Sunnyvale.

**POLICY 5.1H.4** Support programs that co-operate closely with the City's Public Safety program in providing crisis intervention/emergency services.

**POLICY 5.1H.5** Support programs that decrease drug and alcohol use and dependence in the community.

**POLICY 5.1H.6** Support the provision of emergency shelter to Sunnyvale residents.

**POLICY 5.1H.7** Encourage the provision of programs that provide assistance in the acculturation and assimilation of refugees into the community.

**POLICY 5.1H.8** Encourage programs that assist at-risk youth in obtaining an education and learning job skills.

**POLICY 5.1H.9** Encourage programs and services that address the special needs of the disabled population and assure that disabled individuals have access to services.

**POLICY 5.1H.10** Encourage adequate provision of health care services to Sunnyvale residents.

**POLICY 5.1H.11** Encourage the adequate provision of social services to Sunnyvale residents.

#### **Human Service Planning and Policy**

**GOAL 5.1I** Monitor human service needs of the community in order to identify appropriate responses and encourage the provision of needed services.

**POLICY 5.1I.1** Maintain an active "Outside Groups Funding Policy" relating to the City's standards and requirements for

accepting applications for funding from non-profit agencies.

**GOAL 5.1J Encourage and support a network of human services that provides for the basic needs of Sunnyvale's residents.**

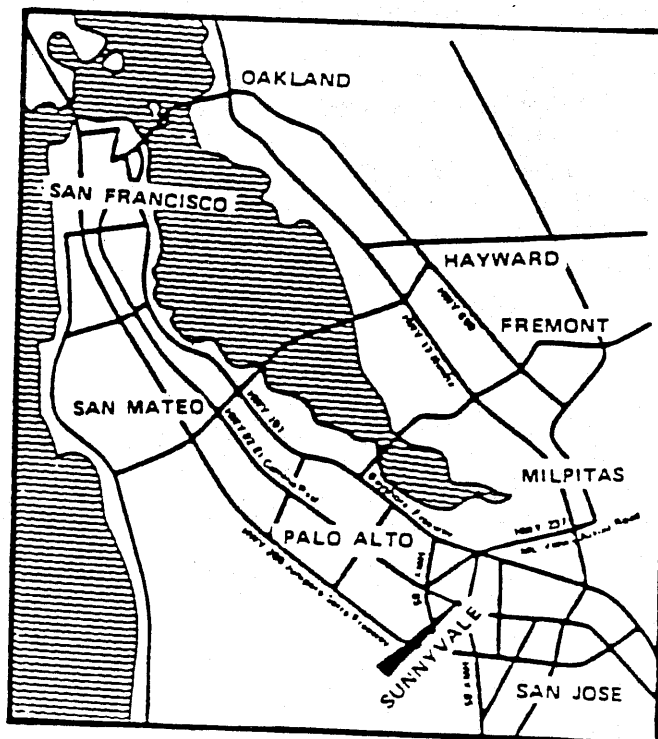
- POLICY 5.1J.1** The City shall seek to have as many Human Service needs as possible met through other resources in the following priority: 1) self-help, 2) private non-profit organizations, 3) other government agencies.
- POLICY 5.1J.2** The City shall assume an advocate role to manage the use of its resources to meet Human Services needs in Sunnyvale.
- POLICY 5.1J.3** The City may assume the role of a direct service provider of human services when: specifically targeted intergovernmental funds (such as JTPA, CDBG) are available for which the City could most cost-effectively administer the human service programs (rather than outside groups) to address significant community needs; direct service provider role will terminate when such funds are no longer available; or specific community needs are identified and the General Plan, City policies or action plans provide for the City to take on such a role.
- POLICY 5.1J.4** The City may assume the role of an indirect service provider of human services when specifically targeted intergovernmental funds (i.e. JTPA, CDBG) are available to the City but another agency could most cost-effectively administer the human service program to be addressed by the funds. Funding to the provider will terminate when such funds are no longer available, or the provider can no longer provide the service, or the specific community need has been fulfilled or the City determines to take on the service directly.
- POLICY 5.1J.5** The City may provide limited financial assistance to qualified outside groups if: the program proposed for funding does not duplicate existing services, addresses a significant community need or facilitates the co-location of human service providers in the City of Sunnyvale; augments (but does not duplicate) service provided directly by the City, provides the service at a cost lower than the City can provide or is the most logical service provider; and provision of such services is compatible with the City's General Plan, policies or action plans; and the program for which funding is requested is qualified under the City's Outside Groups Funding Policy.

## CHAPTER ONE

# DEMOGRAPHICS & NEIGHBORHOODS

Sunnyvale, with 1988 populations of approximately 117,000 residents and 136,000 workers, is a community located in the northwestern sector of Santa Clara County. Generally, the northern portion of the City is comprised of mixed industrial and residential; the central part of the City is commercial and residential; and the southern part of the City is principally residential. Sunnyvale's industrial area is generally considered of as the "Heart" Silicon Valley.

Figure I-1. Bay Area Regional Map.



Sunnyvale, like most cities, is composed of many smaller communities drawn together through geo-political ties. Perceptions of the City are strongly influenced by where people live, where (or whether) they work, the quality of their lives and the degree of power or influence they perceive they have in effecting change in their environments. High wage earning professionals from multiple income households, single parents, senior citizens living on fixed incomes and young adults just starting new households would all describe a different Sunnyvale — and their descriptions would be equally accurate.

This chapter of the Socio-economic Element reviews demographic characteristics of the population by age, marital status, ethnicity, language spoken, nativity, household composition and neighborhood. Each discussion explores a different cross-section of the the City's multiple demographic characteristics. Also reviewed are the unique demographics and physical characteristics of Sunnyvale's eight planning neighborhoods. Additional data for each subsection is provided in the Appendix for the reader desiring more detailed information.

Sunnyvale is an evolving community that is much more than the demographic "snap-shots" presented. While the data may identify characteristics of different population groupings or neighborhoods, it is still void of the collective vitality provided by the individuals and families that work and live in Sunnyvale.

There are limitations inherent in the statistical data presented to describe Sunnyvale. The most accurate data available on the demographic characteristics of the City comes from the 1980 federal census. While census information enables us to compare the neighborhoods to the City as a whole, the City to itself in the past and the City to the County, State and Nation, these comparisons are static and descriptive of a past time period.

The 1980 Census data serves as the baseline for measuring demographic changes in the community and, therefore, there is a heavy reliance upon the census in this chapter. It is recognized there are additional data sources available on certain characteristics. In some cases where there is reason to believe the overall demographic pattern is changed by the newer information, that information is cited as well. The demographic characteristics will be updated when the 1990 census data are available, and a trend analysis can be included. The 1990 census data will likely be available in 1992.

## I. DEMOGRAPHICS

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Several demographic characteristics of Sunnyvale are analyzed in this section. They are:

- o Age
- o Income
- o Ethnicity, language and nationality
- o Labor force and employment
- o Marital status
- o Household characteristics
- o Mobility

These demographic characteristics are provided for Sunnyvale as a whole. In addition, comparisons of these characteristics are drawn with Santa Clara County and the neighborhoods that the City uses for planning purposes. The eight planning neighborhoods,<sup>1</sup> with maps and descriptions of the boundaries, as described in Section II of this chapter, begin on page 24.

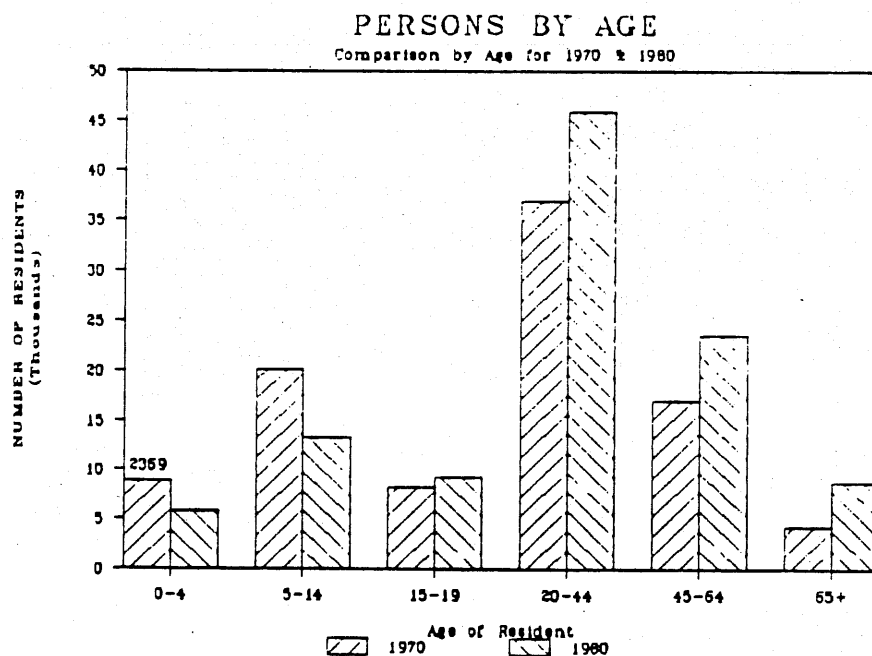
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1. Until 1988, Sunnyvale was considered to have eight planning neighborhoods. These neighborhoods represent geographic areas of the City that incorporate census tracts within their boundaries. In 1988, one of the planning neighborhoods (Murphy) was divided into two (East Murphy/West Murphy). However, for purposes of this report, the original eight planning districts are reviewed since the census data was analyzed according to these geographic areas.

## A. POPULATION BY AGE

Information released by the Federal Census Bureau includes the age distribution statistics shown below.<sup>2</sup> Not surprisingly, the most significant increase in age groups over the prior census occurred in the 55 years of age and older group (almost doubling in number from 10,007 to 19,757); this increase offset the reduction in the number of children below the age of 15 (a loss of 9,876 during 1970-1980). The City estimates that the 55+ population has continued to increase during the 1980s but at a slower pace, climbing to 23,100 in 1986, while the number of children has actually stabilized at about the 1980 figure.

Figure I-2. Age Ranges of Sunnyvale Residents.



This shift in population concentrations has resulted in the median age of Sunnyvale's residents moving up to 31.1 years of age in 1980 from 25.3 in 1970. The median age is growing older due to: (1) the aging of the large post-World War II baby-boom generation who were 20-35 at the time of the Census; (2) the land-

2. All references to census data are from the 1980 U.S. Census.

use decisions that have occurred in Sunnyvale over the past twenty-five years that have encouraged the construction of mobile home parks, condominiums and apartments with an average square footage smaller than single family houses; and, (3) the relatively expensive cost of housing in Sunnyvale that has put new home ownership/rental out of the reach of many single-wage earner households with children.

With housing prices remaining high, it is difficult for younger families to make their residence in Sunnyvale. In addition, a substantial amount of the housing in Sunnyvale that has been built most recently will not support larger families with many children due to the fact that the type of units built have fewer bedrooms than typical single-family homes. Therefore, there is reason to believe that the median age of Sunnyvale residents will continue to rise in the near future, though the median age will not likely rise at the same rapid rate as between 1970-1980.

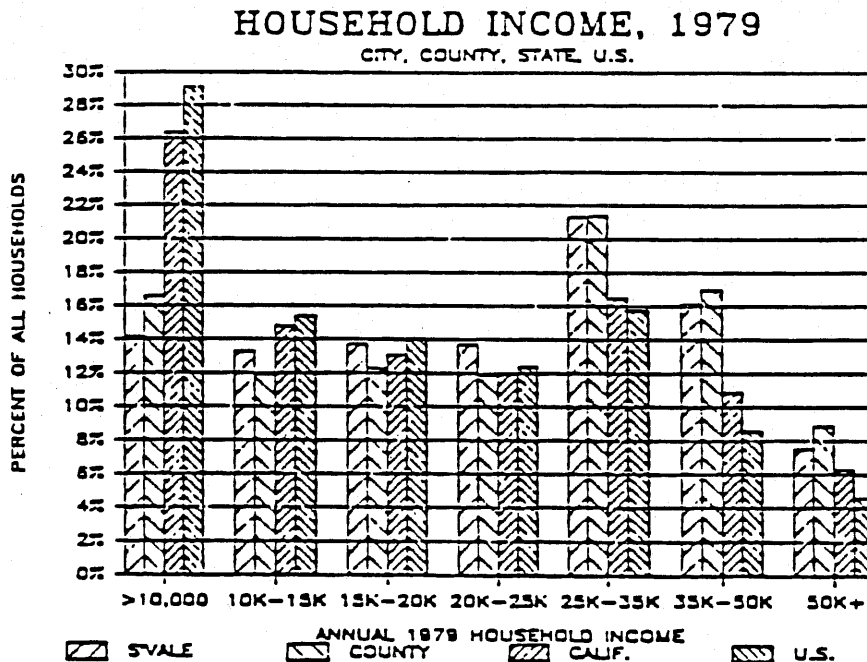


## B. INCOME

In 1979, the year for which the 1980 Census collected information on income, 29.1% of all U.S. households had incomes below \$10,000 and 4.6% had incomes above \$50,000. Sunnyvale's income was substantially higher with only 14.2% of its households earning less than \$10,000 and 7.5% more than \$50,000.

The national per capita income was \$7,313 and California, with \$8,296, was one of only eight states to exceed the \$8,000 mark. (Per capita income means what every man, woman and child averaged.) Santa Clara County's per capita income was \$9,613 and Sunnyvale's was \$10,382. Factors contributing to this relatively high income level were the small household size with few children present, the large percentage of the population in the labor force, the high percentage of two and three worker households and the high cost of housing/living.

Figure I-3. 1979 Household Income of Sunnyvale Residents (1979).



Also, the median household income was high. In fact, Santa Clara County's \$23,777 was the highest for any county in the United States. (This means that one-

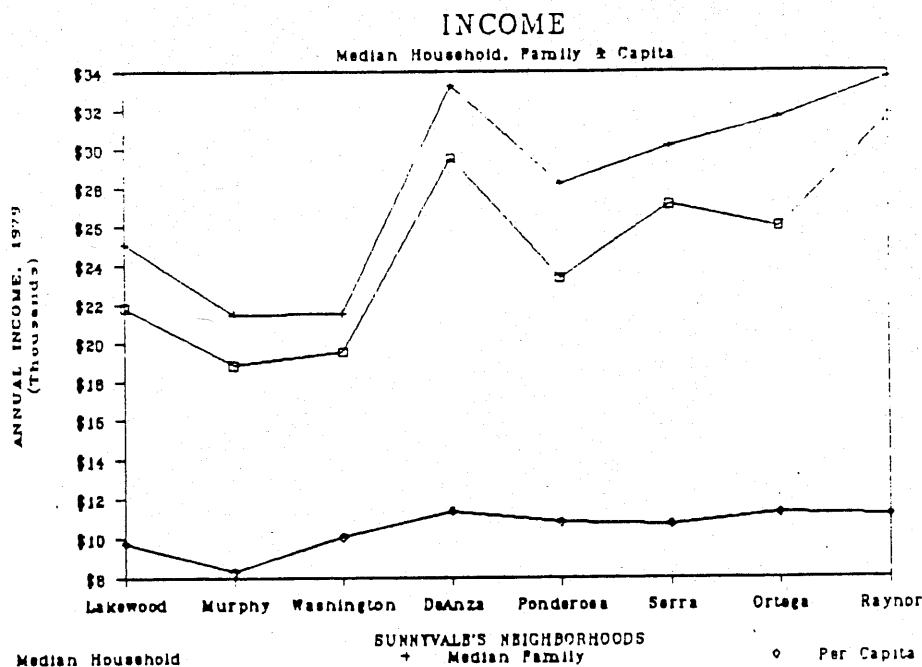


half the incomes were above, one-half below.) Sunnyvale's median household income was just under the County's at \$23,059 and considerably higher than the State's (\$18,170) and the Nation's (\$16,830).

In general Sunnyvale had a smaller portion of both the County's poor and wealthy households. Conversely, the City had a larger percentage of the households earning between \$10,000 and \$35,000. (Please remember that these are 1979 dollars.)

The most affluent neighborhoods, by the criteria of household, family and per capita incomes, are the southern areas of Raynor, De Anza, Ortega and Serra. The least affluent neighborhood is Murphy.

**Figure I-4. Graphic Comparison of Median Income of Sunnyvale Neighborhoods.**



It should be noted that the data on a neighborhood basis may not be very accurate when looking at sub-neighborhoods. For instance, while Lakewood has a 1979 per capita income of \$9,767 and a median household income of \$21,807, it was very different for the various communities that comprise the Lakewood neighborhood, as illustrated by Figure I-4.

**Figure I-5. Comparison of Per Capita Income of Section of Lakewood Neighborhood (1979).**

	<u>Per Capita Income</u>	<u>Median Household Income</u>
Mobile Homes	\$11,909	\$19,909
Orchard Gardens	\$ 8,200	\$22,031
Lakewood Area	\$ 7,531	\$25,597
Fairwood Area	\$ 7,613	\$21,844

ABAG estimated Sunnyvale's median household income in 1985 as \$35,769.<sup>3</sup> It should be remembered, however, that these estimates are based upon the same relationships as the 1980 Census, such that until a new census is done, Sunnyvale will rank 4th among Santa Clara cities in income estimates.

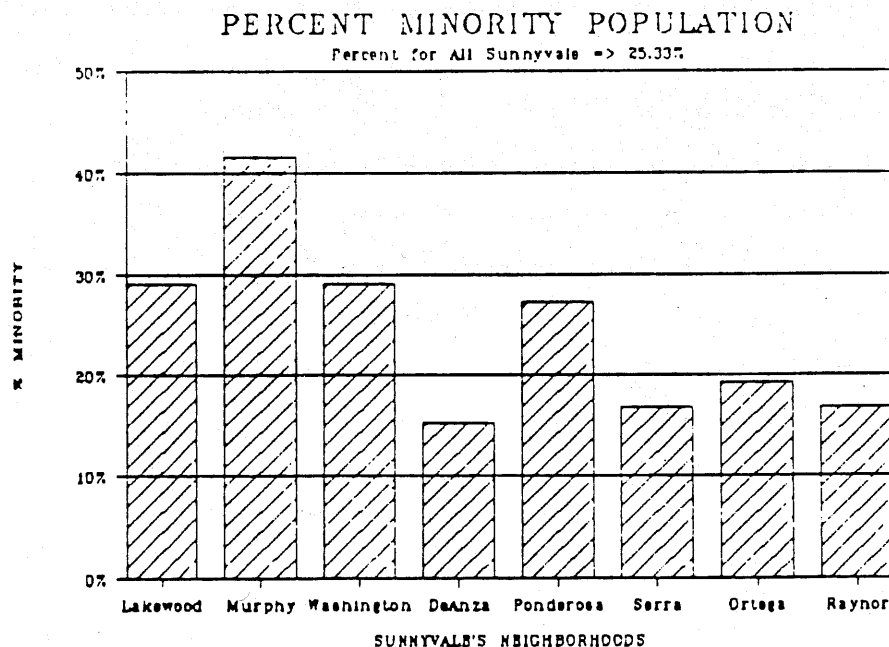
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3. Median household effective buying income as stated in "1986 Survey of Buying Power."

### C. ETHNICITY, LANGUAGE AND NATIVITY

The 1980 Census asked people their ethnicity in a manner very different than in previous census and, as a consequence, comparison with previous years for ethnic group change is not reliable. However, looking at just 1980, Sunnyvale can be compared with surrounding areas. Santa Clara County's population has a lower minority percentage than the State as a whole; and the City has a lower minority percentage than the County as a whole. The Census places Sunnyvale population in the following estimated distribution: Whites (71%), Asian (14%), Hispanics (12%), Blacks (2%), and others (1%). The County has a higher percentage of Hispanics (17.5%) and Blacks (3.4%) than the City. However, for all other ethnic groups, Sunnyvale has higher concentrations than the County (which has a higher concentration than the State).

**Figure I-6. Percentage of Minority Population Represented in Sunnyvale's Planning Neighborhoods.**

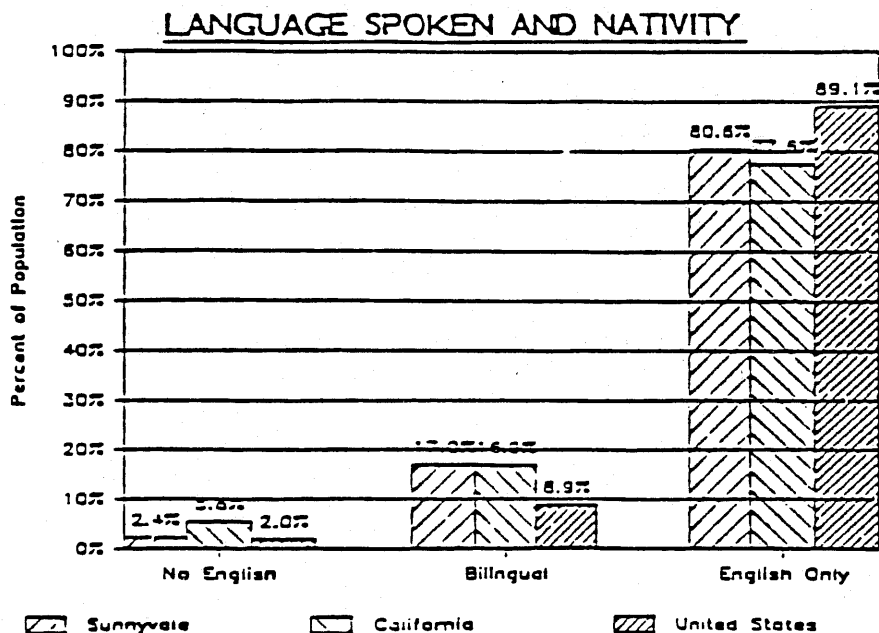


Between 1970 and 1980, the largest percentage of population increase was with the Asian group,

particularly during the latter part of the 1970's. The 1975 Special Census tabulated numbers for the City's Japanese (1,785), Chinese (1,927), and Filipino (1,360) segments. By 1980 these groups had grown a full 63%. (The Vietnamese population was not judged to be substantial enough in 1975 to report as a separate group.)

It is known that the 1980 Census figures were influenced to a large degree by an in-migration of refugees from Southeast Asian countries in the latter 1970s. This heavy influx continued through the early 1980s, and it is widely believed that the number and relative percentage of Asian population have increased significantly beyond the 1980 Census figures, though no estimate for Sunnyvale is available. There is a likelihood that the number and relative percentage of Hispanics has decreased due to the extraordinary costs of housing, coupled with the fact that hundreds, if not thousands, of jobs traditionally filled by Hispanic workers, such as cannery employed, have been lost since 1980.

**Figure I-7. Language Spoken by Sunnyvale Residents.**

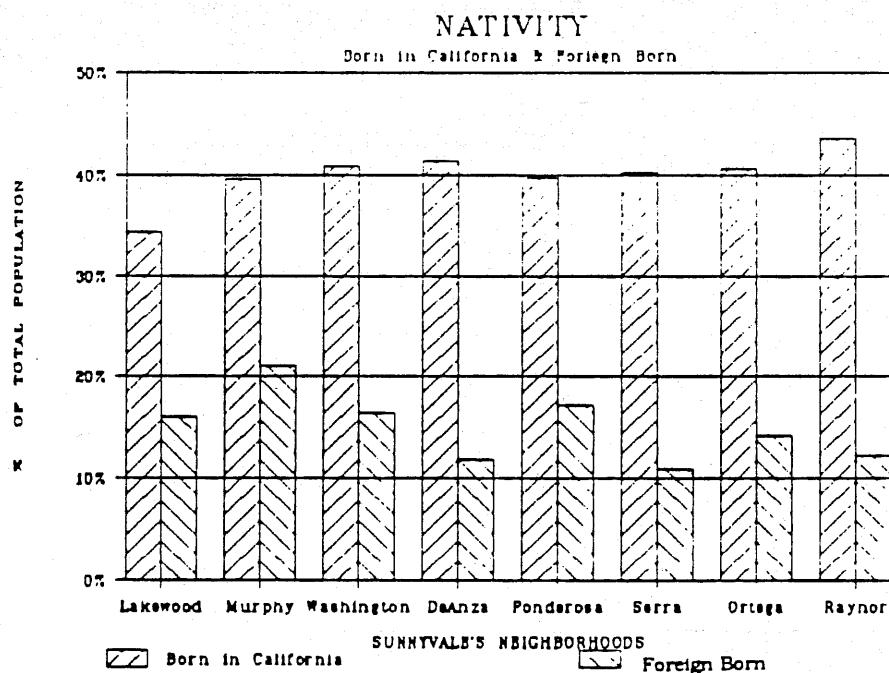


California is the destination of many immigrants and retains numerous ethnic communities. While the most predominant language other than English that is spoken

in homes is Spanish for all of California, that is not the case in Sunnyvale. Reflecting the higher percentage of Sunnyvale's Indo-Chinese households, two-thirds of homes that speak a language other than English are not Spanish-speaking. One out of every five individuals speaks a foreign language and 6.5% of the total population over five years of age speak little or no English.

The degree of foreign language speakers in Sunnyvale would indicate that many immigrants settle in the City, and the 1980 Census supports this statement. While only 6.2% of the U.S. population is foreign born, this percent jumps to 13.5% for the county and 15.3% for Sunnyvale. The immigration to the City from people born in other states is equally revealing: 53% of the City's population who were born in the U.S. came from states other than California.

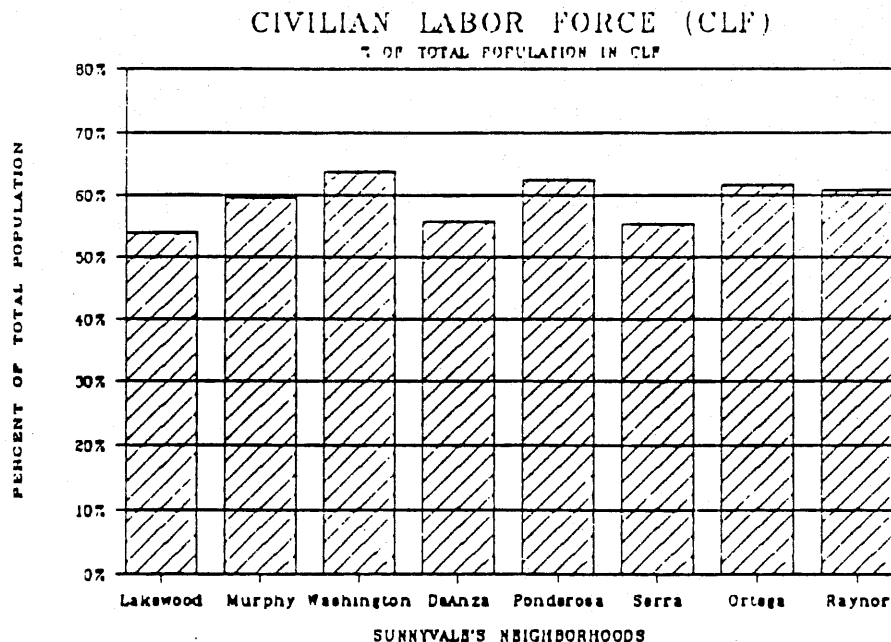
**Figure I-8. Nativity of Sunnyvale Residents.**



#### D. LABOR FORCE AND EMPLOYMENT

While most people are aware that a high percentage of Sunnyvale's residents work, few are aware that the area's labor force participation is one of the highest in the nation. In 1980, Sunnyvale had 85,907 people 16 years of age or older. Of these, 73.4% were in the Civilian Labor Force (CLF), i.e. individuals who are either working or actively seeking work in the non-military sector. This rate is extreme, especially when one considers that Sunnyvale has a relatively high concentration of senior citizens over 65 years of age (8,740) who are often retired from the CLF. A comparison with other regions demonstrates how high this percentage is: labor force participation rate for Santa Clara County was 70.2%; California's was 64.3%; and the United States's dropped to 61.9%. All neighborhoods in Sunnyvale share the high labor force participation rate, with the Washington area having the highest rate and Serra the lowest.

**Figure I-9. Percentage of Sunnyvale Residents in the Civilian Labor Force.**

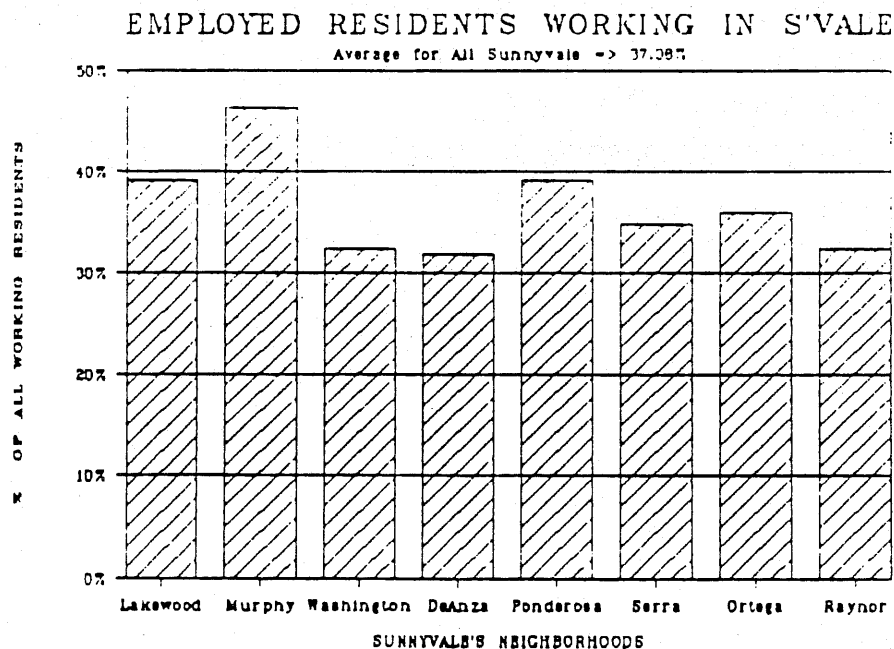


The high participation of women in the CLF is also unusual. Of the women over fifteen years of age, 63.7% either work or look for work. Santa Clara

County's rate (including Sunnyvale) was 59.1% and the national experience was only 50.0%. The rate for Sunnyvale men in the same age group was 83.5% versus a national rate of 75.0%.

Each day two-thirds of the employed residents travel outside the City to go to work. The largest portion go to Mountain View (12.9%) followed by Santa Clara (11.6%), Palo Alto (9.5%) and San Jose (8.2%). Nine and one-half percent of Sunnyvale's employed residents work outside of Santa Clara County. The Murphy neighborhood has the highest percentage of workers that remain in Sunnyvale to work (46.3%) and De Anza the smallest (31.8%). Since there were approximately 110,000 jobs in the City in 1980 and only about 22,500 of those jobs were filled by Sunnyvale residents this means that each work day 87,500 commuters traveled to the City for employment.

**Figure I-10. Percentage of Employed Residents Living in Sunnyvale.**



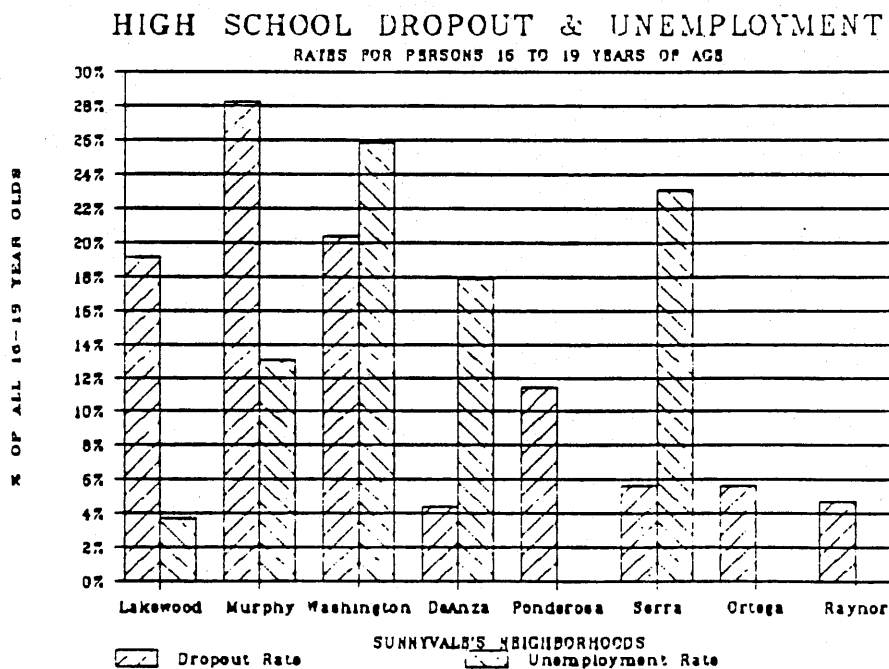
For Sunnyvale residents who were employed, 41.1% worked in the durable goods manufacturing industry. This rate is much higher than the 29.5% experienced countywide. Eighty-seven percent of Sunnyvale's employed residents are wage or salary workers in the

private sector, 8.5% work for some form of government, 4.3% are self-employed and .3% are unpaid family members.

The 1980 unemployment rate for Sunnyvale was 3.5%, an extremely low rate. Even with the fluctuations in the local economy and several slumps in the semiconductor industry, the unemployment rate has remained between 3% and 5% through 1987. However, not all of Sunnyvale's citizens share equally in this prosperity: the 1980 unemployment rate for Asians was 2.6%, for Whites 3.4%, Blacks 4.6%, Hispanics, 7.7% and American Indians 9.0%. The highest unemployment rate was found in the Washington neighborhood (4.9%) and the lowest in Serra (2.7%).

The 1980 Census statistics for Sunnyvale show little correlation between high school dropout rates and youth unemployment rates. High school dropout rates (that percentage of the population between 16 and 20 years of age that is not in school and has not graduated from high school) averaged 12.4% for the City and fluctuate from a high of 28.2% in the Murphy neighborhood to a low of 4.4% in De Anza.

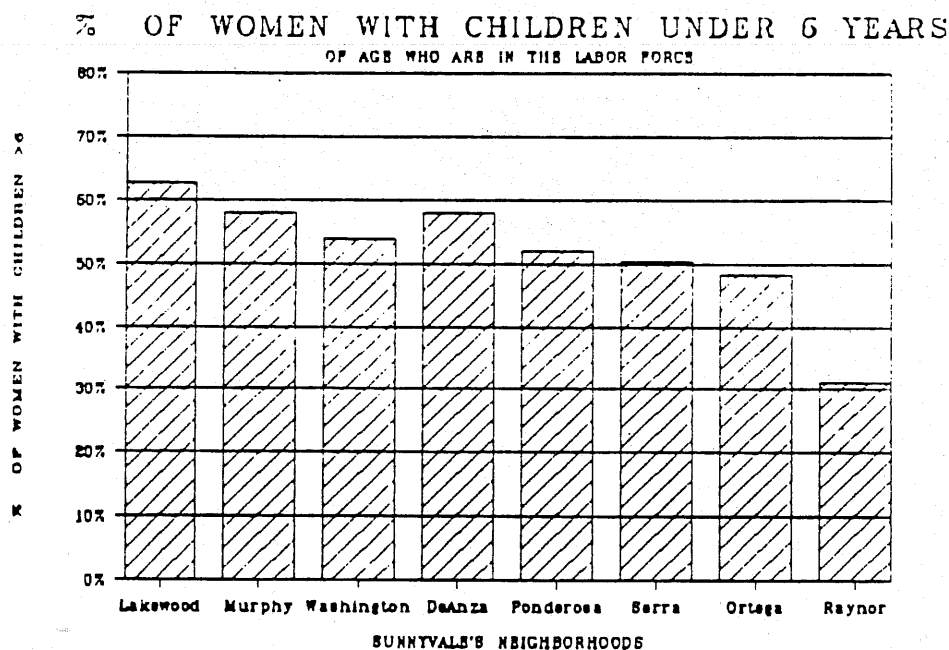
**Figure I-11. Comparison of High School Dropout and Unemployment Rate by Planning Neighborhood.**





The unemployment rate for 16-19 year olds for the City was 11.7% in 1980 with Washington having the highest rate (28.2%) and Ponderosa and Ortega the lowest (no unemployed). Some communities had a high dropout rate and low unemployment rate (Lakewood: 19.1% and 3.7% respectively) and some had low dropout rates and high unemployment rates (Serra 5.6% and 23.1% respectively). One area experienced high rates in both areas - Washington with a dropout rate of 20.4% and a youth unemployment rate of 25.9%.

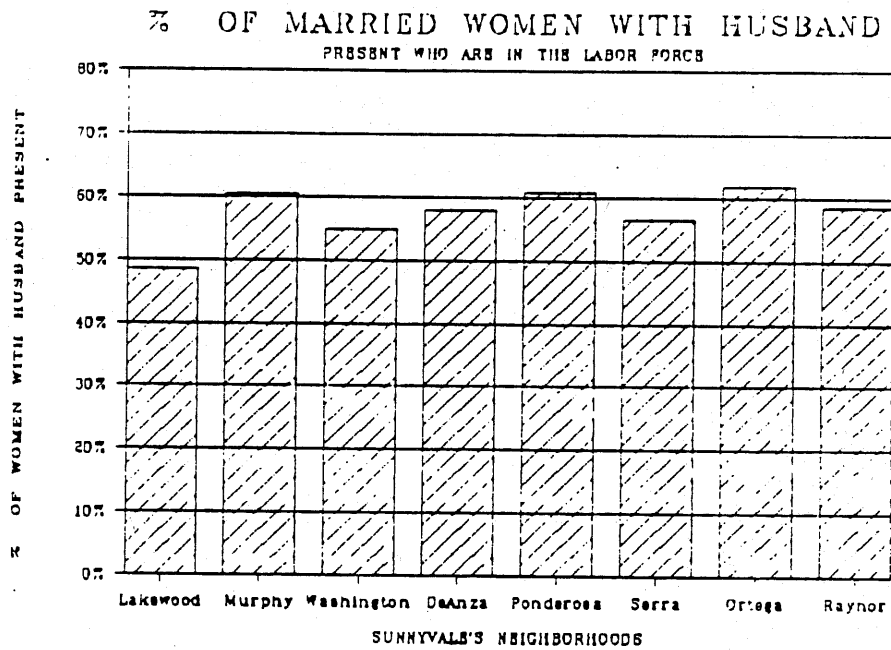
**Figure I-12. Comparison of Percentage of Women with Children Under 6 Years Who are in the Labor Force by Planning Neighborhood.**



In 1980 5,053 Sunnyvale mothers age 16 or older had children under six years of age. Of these mothers, 53.8% were in the CLF. The highest labor force participation by this group occurred in Lakewood, the smallest in Raynor. Of the 7,649 mothers having children 6 through 17 years of age, 70.9% were in the CLF. The labor force participation for all Sunnyvale mothers with children under 18 years of age was 64.2%.

Labor force participation for a married woman with her husband present dropped to 57.5%. The highest rate was found in the Ortega neighborhood (61.9%) and the lowest in Lakewood (48.6%).

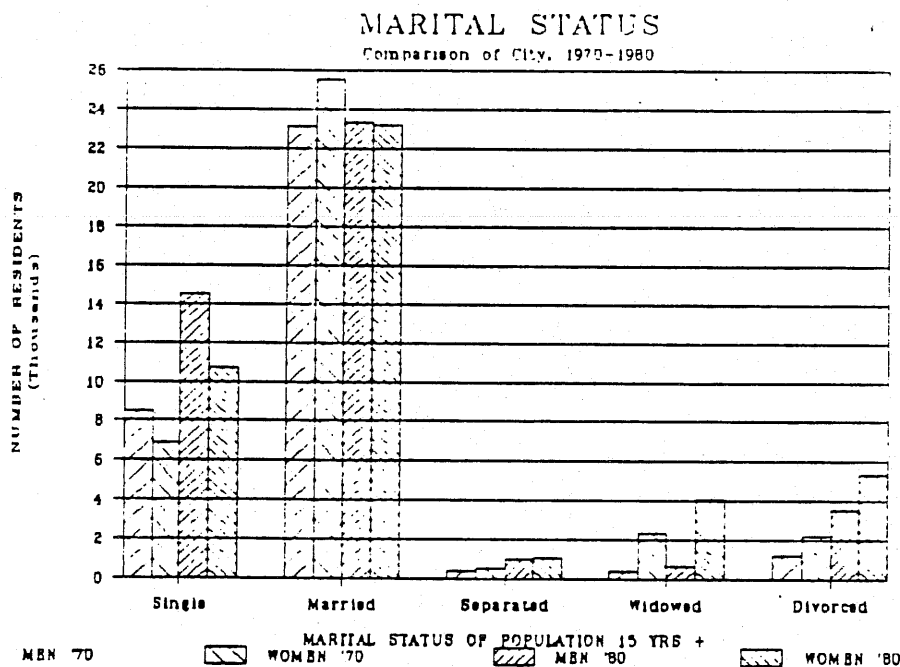
**Figure I-13. Comparison of Percentage of Married Women by Planning Neighborhood.**



## E. MARITAL STATUS

In the United States the majority of residents over the age of 15 are married — 60% of the men and 55% of the women; in Santa Clara County the percent drops to 56% for men and 54% for women; in Sunnyvale the percent who are married falls further, to 54% for men and 52% for women.

Figure I-14. Marital Status of Sunnyvale Residents.



While less of its population is married, Sunnyvale has a greater percentage of single persons (29% Sunnyvale vs. 26% U.S.) and those currently divorced (10% Sunnyvale vs. 6% U.S.) than the rest of the nation. From the 1970's to the 1980's, Sunnyvale reflected the higher divorce rate experienced nationally as the number of divorced persons grew 161% from 3,411 to 8,911. In the City, as in the rest of the United States, more men than women (both in numbers and percentage) are single and more women are divorced, widowed or separated.

Even though the Census counted more than 18,000 additional people 15 years or older in Sunnyvale in 1980 than in 1970, less people were married - 46,697 (1970) vs. 46,466 (1980).

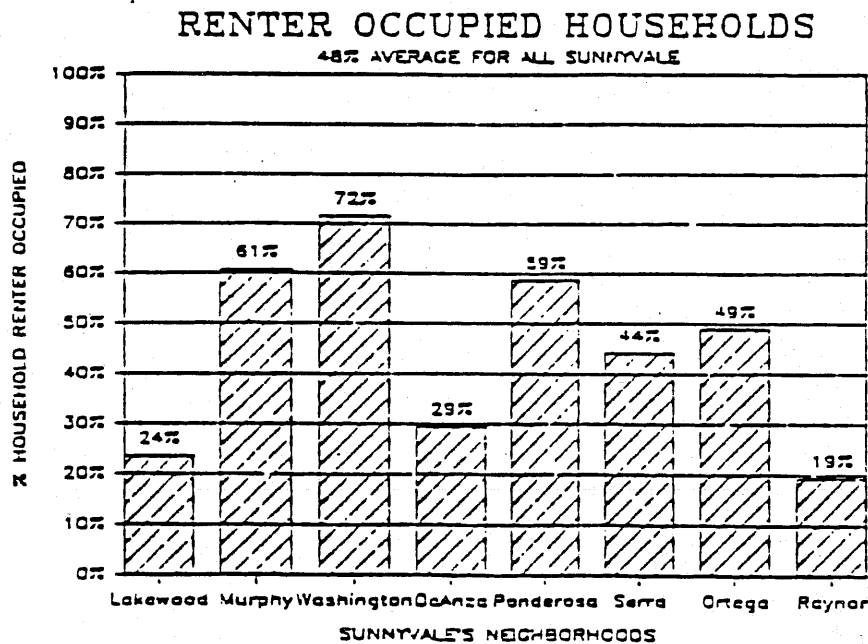
## **F. HOUSEHOLDS**

When the 1980 Census enumerators came through Sunnyvale, they had 12,523 more homes to visit than in 1970, an increase of almost 40%. Single unit dwellings increased from 21,019 to 30,064, with the largest percentage of the increase from the mobile home developments. Multiple family dwelling units increased about 6,500, mostly in the complexes with 10 or more units.

The most remarkable increase though was not in the number of units but rather the cost of living in them. Rent (median) increased from \$165 to \$318 and the median housing unit value from \$29,200 to \$119,800 in 1980. (The county median housing unit value was \$10,400 less in 1980.) Even at these high prices only 2% of all housing stock was vacant for any reason at that time.

In 1980 there were more renters in Sunnyvale than in 1970, both in total number and percentage of all households. Owner occupied housing units increased 30% from 17,660 to 22,970. Renter occupied housing started in 1970 at 12,597 and added 8,454 more occupied units during the decade. Total increase in renter units occupied was 67% during the ten year period. (Nationally, the increase was 21%.) The Washington neighborhood had the highest percentage of renter occupied housing (72%), the Raynor neighborhood the least (19%).

**Figure I-15. Comparison of Renter-Occupied Households by Planning Neighborhood.**

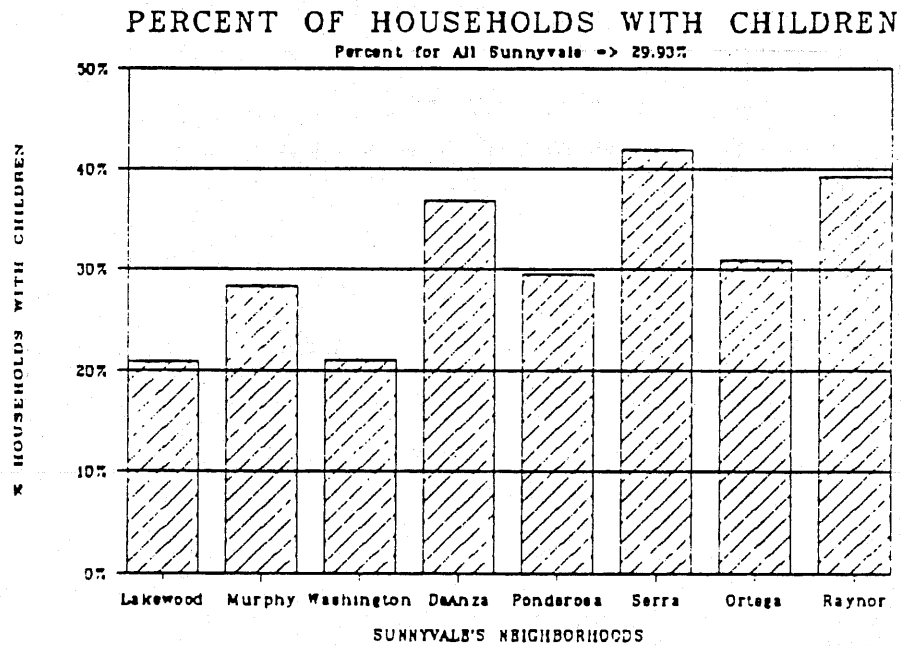


In 1980, renters comprised forty-nine percent of the total Sunnyvale households; 47% of the White households, 85% of the Black, 71% of the Native American, 49% of the Asian, and 66% of the other households not included above. (Spanish origin were included mainly in "White" and rented at a rate of 58%.)

Twenty-eight percent of all of Sunnyvale's households in 1980 were one-person households. This compares with 22% for the county, and was double the 14% found in Sunnyvale in 1970. The major factor in this increase has been the land use decisions of the past decade that encouraged the construction of more apartments, condominiums and mobile home parks that are often occupied by a single person.

The 1980 Census provided numerical verification for a change in Sunnyvale that all of its school districts had already experienced: the number of households with children dramatically declined during the decade. By 1980 less than three out of every ten Sunnyvale households had any children present. The Serra neighborhood had the highest ratio of households with children (42%), the Washington neighborhood the least (21%).

**Figure I-16. Comparison of Percentage of Households with Children by Neighborhood Planning District.**



Fifty-one percent of the households in the City were headed by married couples. Three-fourths of the single-parent households are headed by women.

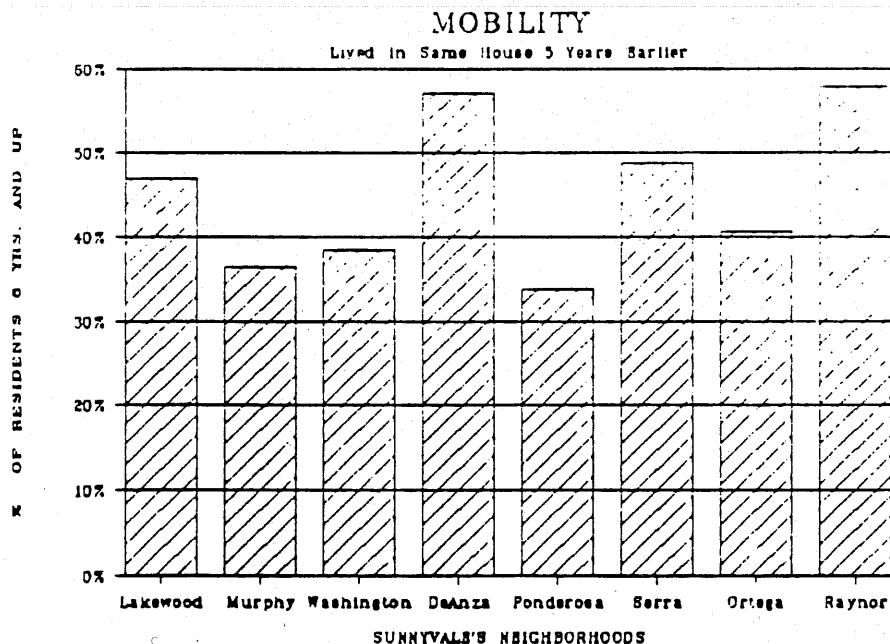
One out of every five Sunnyvale households have a member aged 60 or older. Of these households, 31% are one person households.

Between 1980 and 1988, the City added over 5,000 housing units to its housing stock, the large majority of which are multi-family, rental units. The majority of Sunnyvale's housing stock is now occupied by renters, with an estimated 55% of the households being renter-occupied.

## G. MOBILITY

Sunnyvale is a fairly mobile community. When the 1980 Census asked City residents where they lived five years earlier, only 43% responded that they lived in the same house. (An additional 27% indicated that they had lived within the county and had moved to Sunnyvale during the preceding five years.) This means that almost six of every ten households moved at least once during the prior five years. The De Anza and Raynor neighborhoods experienced the most stability, with about 57% of the residents residing in the same house for at least five years.

Figure I-17. Comparison of Percentages of Residents Who Lived in the Same Dwelling for at Least 5 Years by Planning Neighborhood.





When people were asked in April, 1980 when they moved into their current residence, they gave the following response:

**Figure I-18. Percentage of Owner-Occupied and Renter-Occupied Households by Years Moved into Homes.**

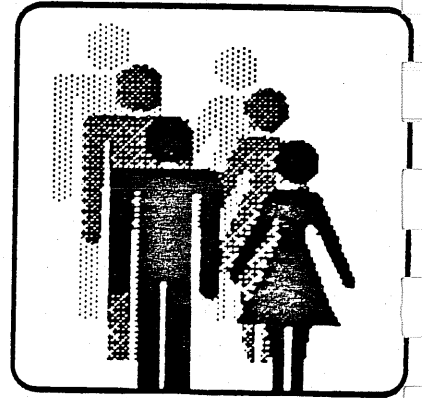
Year Moved into home	Total		Owner Occupied		Renter Occupied	
	#	%	#	%	#	%
1979 to Mar 1980	12,394	29%	2,429	11%	9,965	47%
1975 to 1978	14,800	34%	6,372	29%	8,428	40%
1970 to 1974	6,356	15%	4,554	21%	1,802	9%
1960 to 1969	6,574	15%	5,861	27%	713	3%
1950 to 1959	2,394	6%	2,274	10%	120	1%
1949 or earlier	414	1%	391	2%	23	0%

With the growth in Sunnyvale that occurred after 1960, it is not surprising that we would find that people have generally not lived here long. However, there is a core of residents, often elderly, who have made Sunnyvale home for many years. According to the census, at least 37% have lived here at least 10 years and 71% for five years.

## **H. SUMMARY OF SIGNIFICANT DEMOGRAPHIC CHANGES SINCE 1980**

As previously noted, the 1980 Census data used in this chapter has the limitation that it is dated. There is a strong likelihood that some important demographic changes will be revealed in the 1990 Census. These changes, which are discussed in different sections of the Element, are highlighted below:

- o The percentage of the minority population has increased due to immigration of Southeast Asians.
- o While the minority population has increased as a whole, there is a likelihood that the numbers and relative percentage of Hispanics have decreased.
- o The number of school aged children bottomed out in 1985 and is now increasing slowly.
- o The median age of the population continues to rise.
- o The percentage of renters to owners has shifted such that there are now more renters than owners.
- o The costs of home ownership has risen dramatically, leading to an increase in multiple wage-earner families.
- o The household income has increased considerably, and the median income may now exceed the County median.



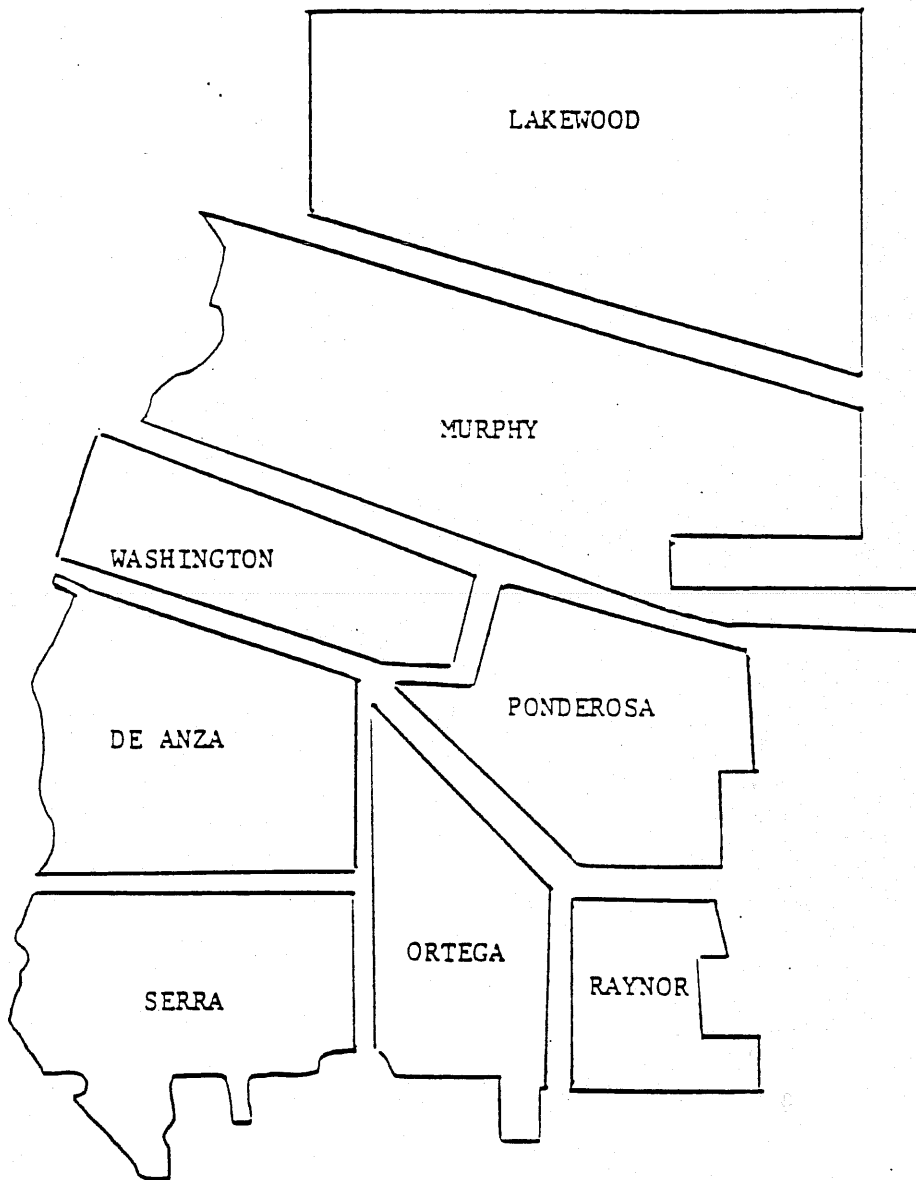
## **II. SUNNYVALE'S NEIGHBORHOODS**

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Sunnyvale has many communities geographically defined by barriers such as roadways, railroad tracks and creekbeds. The City has defined eight distinct neighborhoods for the purposes of planning and information analysis. A map portraying these planning areas can be found below.

This section of the chapter provides a narrative description of these neighborhoods, and describes how these neighborhoods are different from each other in comparison to the City as a whole. The reader will find a more detailed presentation of the data on each neighborhood including census data by census tract and comparison of the census data to the City as a whole in the Appendix.

**Figure I-19. Map of Sunnyvale Identified Planning Neighborhoods.**



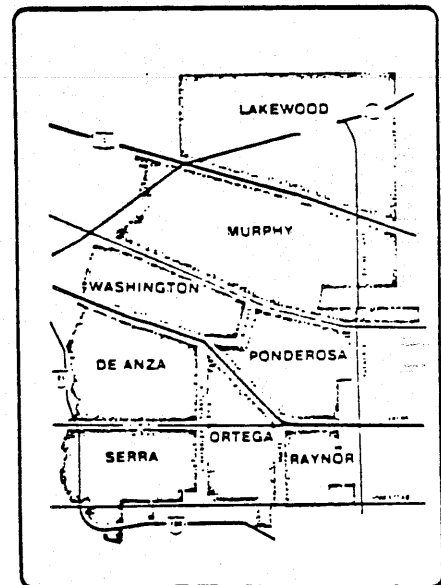
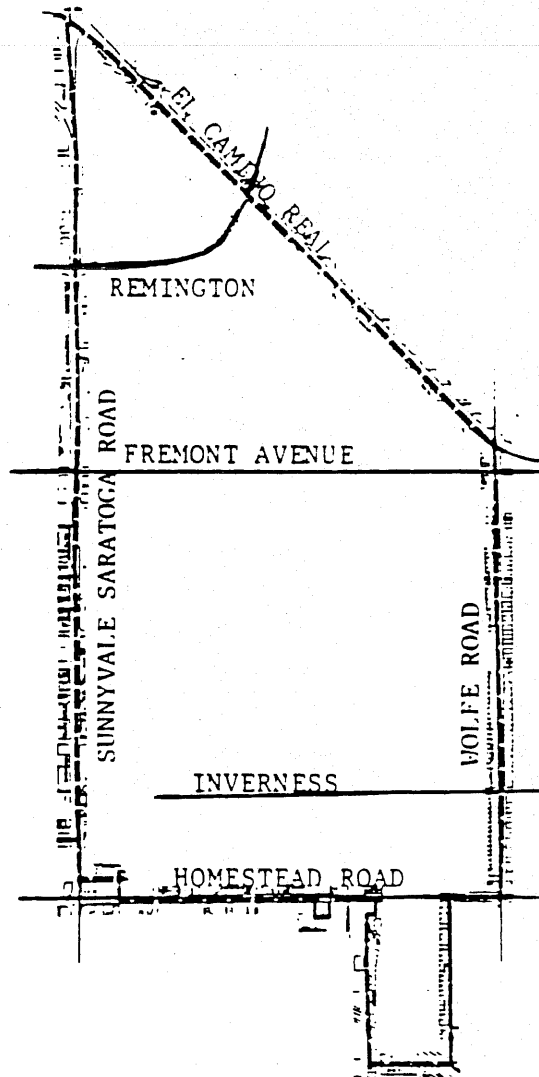
The City has endeavored to maintain and improve the quality of neighborhood life in general. For example, the City operates an award-winning neighborhood parks system, a neighborhood recreation program, a neighborhood-based crime prevention program featuring Neighborhood Resource Officers, and maintains high quality facilities. In 1988, the City implemented a comprehensive Neighborhood Preservation Program with the objective of promoting the physical well-being of the City's residential and commercial neighborhoods. These services, and many others provided by the City, have direct and indirect affect upon the perception of the quality of people's lives. It is a City goal to enhance the livability of the neighborhoods and provide an environment rich in recreational and cultural opportunities.

Ref: Coal 5.1A

## A. ORTEGA PLANNING NEIGHBORHOOD

The Ortega neighborhood is composed of three census tracts (part of 5081.01, 5082.01 and 5085.03) and is bounded by El Camino Real, Wolfe Road, Sunnyvale-Saratoga Road and Homestead Avenue. Also included in this area is a small section of homes behind Valco Village Center which follows the City limits. Commercial activity is heavy along El Camino Real and portions of Sunnyvale-Saratoga, and Fremont Avenue. In 1980, Ortega had 13,405 residents, representing 12.6% of the City population.

Figure I-20. Ortega Planning Neighborhood.



Although this area once supported three elementary schools and one junior high within its boundaries, only one school site, Ortega School (K-6), remains. Ortega was originally designed and used as a junior high facility. Stocklmeir School, located next to Ortega School was closed in 1988 and leased out. Inverness School was sold in 1988 for development of single-family homes. Panama School has been torn down and large single family homes have been constructed on the former school site. The playground and baseball area are being maintained by the City as recreation open space for the neighborhood. Junior high students attend Cupertino Jr. High and high school students attend Fremont High School.

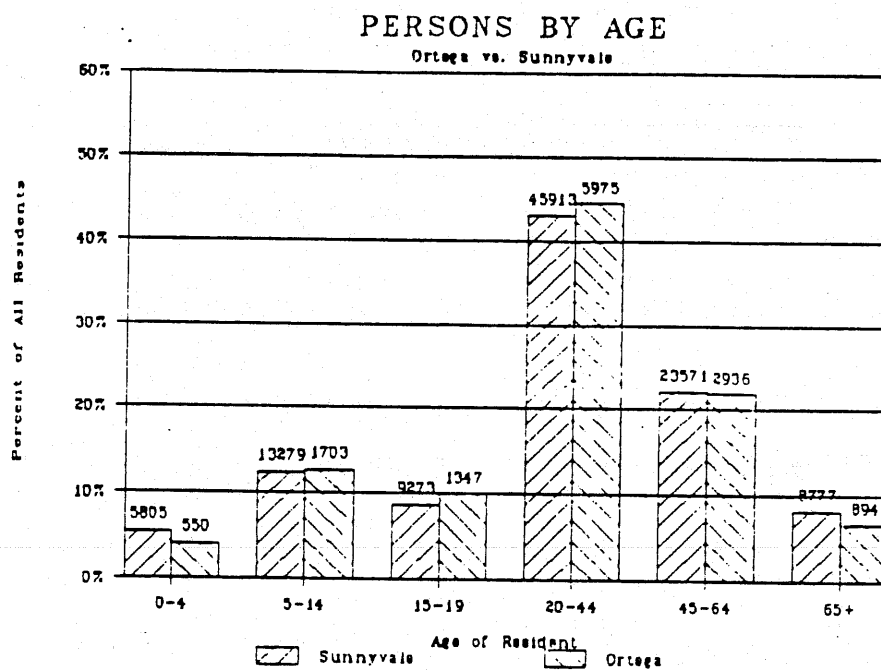
Access to public transportation is easily available along Sunnyvale-Saratoga, Homestead, Fremont, Wolfe and El Camino Real. The Cupertino School District provides fee-based bussing only in the morning.

Three open space facilities are within this neighborhood - the Sunnyvale Community Center, Ortega Park and Panama Park. The Community Center offers a wide spectrum of programs, services and facilities and is heavily utilized by the community at large. Ortega Park has tennis courts, picnic facilities, playground area and a lighted baseball/softball field which is used extensively by both youth and adult groups.

The Ortega neighborhood as a whole in many ways mirrors the demographic characteristics of Sunnyvale as a whole. They have the average number of households with children (30.9%), a median age of 31.8 years, 49.0% of the households are renter-occupied and 35.8% of the work force is employed in Sunnyvale.

The area from Blue Jay east to Wolfe Road and north to Fremont Avenue is composed of mainly single family dwellings with some apartments in the northeast section. This area around Ortega Park has a high concentration of children under 15 years of age (21.1%), few senior citizens (4.1%), a low high school drop-out rate (2.4%), a lower than average mobility rate (56.7% live in the same housing as in 1975), only 226 residents (2.9%) are below the poverty level while 63% of the households earned over \$25,000 in 1979. Fewer homes are rented in this section (only 26.4%) and the median household income is high at \$30,887.

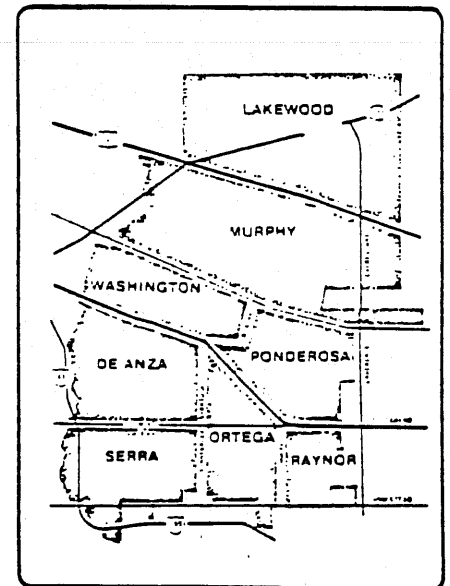
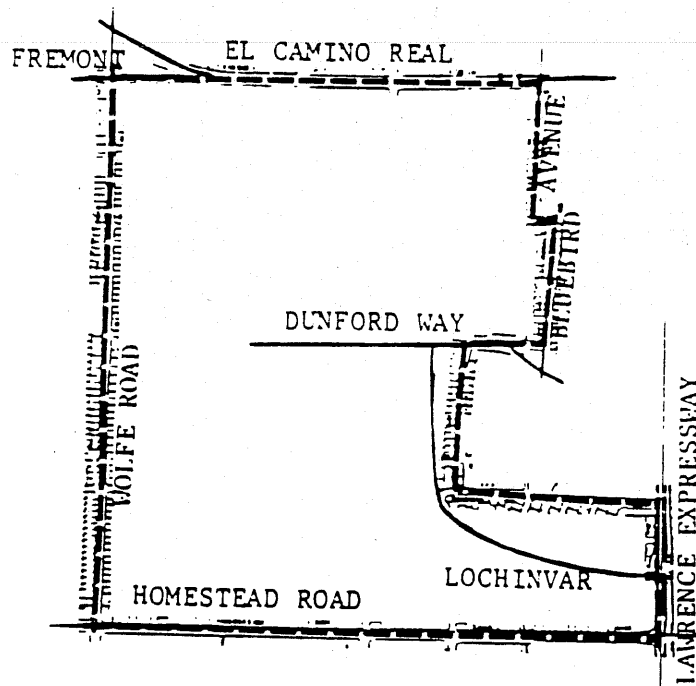
**Figure I-21. Age Distribution of Ortega Residents Compared to City.**



## B. RAYNOR PLANNING NEIGHBORHOOD

The Raynor neighborhood is made up of a large portion of only one census tract (5082.02) which extends east into the City of Santa Clara. It has three very distinct boundaries - El Camino Real to the north, Wolfe Road to the west, and Homestead Road to the south. The eastern boundary zigzags through the neighborhood and follows the eastern City limits. This City limit dissects the neighborhood between Sunnyvale and Santa Clara. The majority of commercial activity is along El Camino Real. In 1980, Raynor has 4,639 residents, representing 4.0% of the City population.

Figure I-22. Raynor Planning Neighborhood.



All schools in this neighborhood are part of the Santa Clara Unified School district. In 1970, school age children attended one of three elementary schools in their own area. Two of these schools were in Sunnyvale and they are both now closed. The City owns the former Raynor Elementary school site that is used as a Patent Library, childcare center and activity center for Parks and Recreation. The closed Patrick Henry Junior High school is leased to the Palmer College of Chiropractic West. Elementary students in this section



of Sunnyvale attend a school located in the City of Santa Clara (Laurelwood Elementary). Junior High students attend Peterson Junior High, which was formerly Peterson High School. Wilcox High School, in Santa Clara, is attended by high school students from Raynor. Although 39.3% of the households in this area have children as compared to the City average of 29.9%, the majority of children must attend schools in Santa Clara.

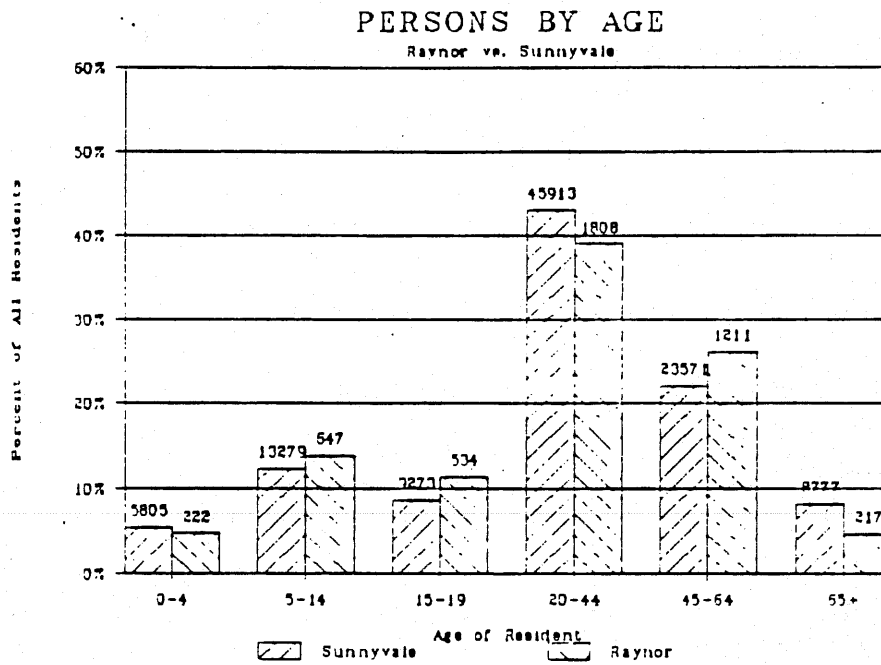
Public transportation is fairly accessible to this area with regular bus routes along El Camino Real, Homestead Road as well as Wolfe Road. School age children all have access to school busses if they do not live within walking distance.

Raynor Park is the only park in the area and offers a picnic area, a playground area and baseball facilities which are used heavily during the summer months. The soccer fields receive winter and spring usage. Recreation activities are offered at the multi-purpose center at Raynor Park.

Although the Raynor area is considered as one neighborhood, it developed in two distinct sections. One area is the most recently developed part of the neighborhood and the other area is the older section that until 1982 was unincorporated, in the area near Peterson High School. The newer segment reflects a well-maintained neighborhood where the average home, between 9/84 - 9/85, sold for \$170,000. The recently incorporated segment is without sidewalks, curbs or gutters and some properties are in need of attention or upkeep. The average home in this area, from 9/84 - 9/85, sold for \$125,000. The recently incorporated section starts at El Camino Real and goes south down Wolfe Road to Marion Way and then east to Peterson Jr. High School. Although home lots in both sections are comparable in size, homes in the park area average 1700 sq. ft. while homes in the newly incorporated section average about 1200 sq. ft.

The Raynor neighborhood as a whole has fewer seniors - only 2.5% compared to 8.7% for the City, fewer minorities - only 16.71% compared to the City's 25.3%, and a small percentage of renter-occupied units - only 19.4% compared to the City's 48.3%

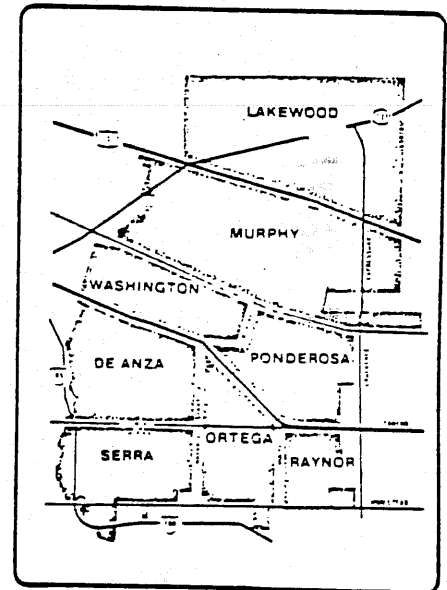
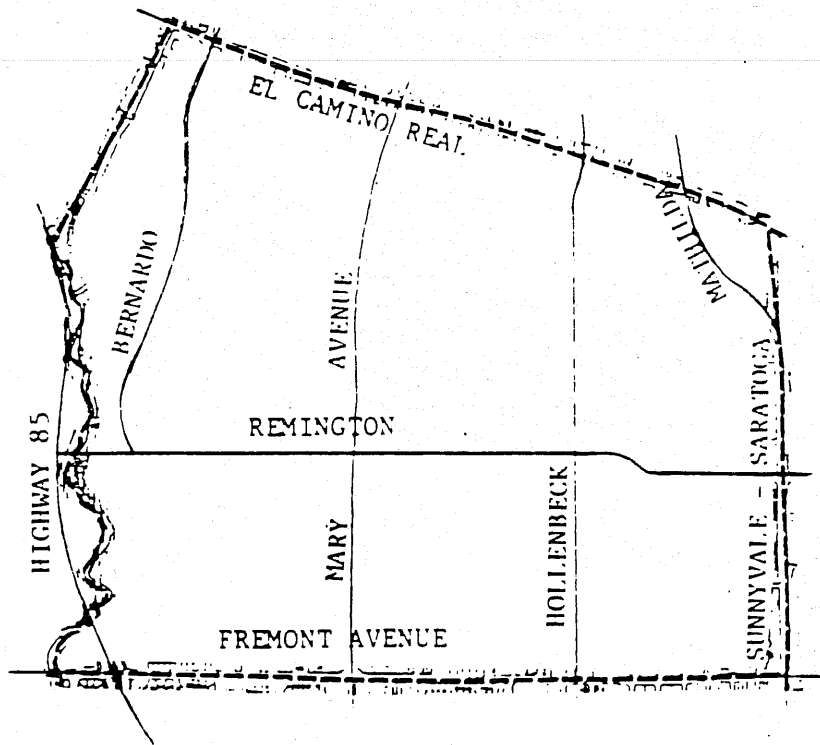
**Figure I-23. Age Distribution of Raynor Residents Compared to City.**



### C. DE ANZA PLANNING NEIGHBORHOOD

The De Anza neighborhood is made up of two census tracts (5084.01 and 5084.02) with boundaries of El Camino Real to the north, Sunnyvale-Saratoga Road to the east, Fremont Avenue to the south and the City limits line to the west (Highway 85). Commercial activity in this area is mainly along El Camino Real with some on Sunnyvale-Saratoga Road, Mary Avenue and Fremont Avenue. In 1980, De Anza had 14,281 residents, representing about 13.4% of the City population.

Figure I-24. De Anza Planning Neighborhood.



Elementary students attend the Sunnyvale School District's Hollenbeck School, Cumberland School or Cherry Chase School. Two schools, De Anza and Pippen, have been closed due to declining enrollment. De Anza School was leased to the Fremont Union High School District and is used as a high-tech computer program center for elementary-aged students through adults. Pippen School was closed and single family homes were constructed on this site. Junior high

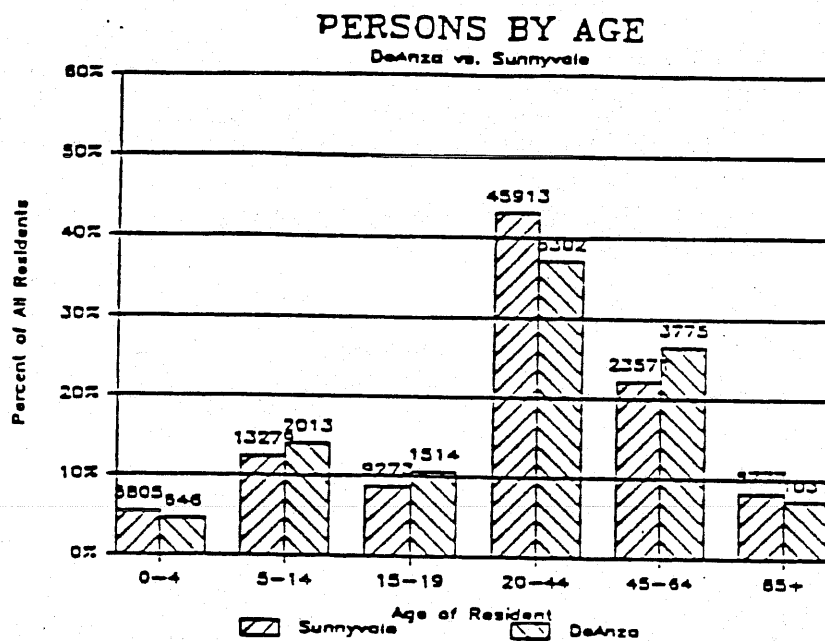
students do not have to go far to get to Sunnyvale Junior High (formerly Mango Jr. High) which is in this neighborhood. High school students who live east of Hollenbeck attend Fremont while students to the west attend Homestead.

Public transportation in this area is along the main arterial streets - El Camino Real, Sunnyvale-Saratoga Road, Fremont Avenue, Mary, Remington and Hollenbeck Avenues. Bike lanes are very evident and heavily utilized.

There are two parks in this area and the City Tennis Center. De Anza Park and Las Palmas Park both offer baseball, soccer, playground and picnic facilities as well as organized recreation activities in their multi-purpose rooms. The Sunnyvale Junior High site has tennis, athletic fields and swimming pools maintained by the City. Also, the City maintains open space for recreational uses at Hollenbeck, Cherry Chase and De Anza schools.

De Anza neighborhood has 30% renter-occupied households as compared to the City's 49%. The area has an average of 2.50 persons per household, which has also been on the decline since 1970's average of 3.48 per household. The neighborhood has a relatively low percentage of minority residents (15.2%). Mean home values in 1980 were higher here (\$137,358) than in the rest of the City (\$124,860). Over 50% of the residents over 18 had at least one year of college. De Anza residents are less mobile than the average Sunnyvale citizen with 57.1%, living in the same household in 1980 as they did in 1975. More residents are self-employed, drive to work in large carpools and work further from home than the average Sunnyvale neighborhood.

Figure I-25. Age Distribution of De Anza Residents Compared to City.



#### D. LAKEWOOD PLANNING NEIGHBORHOOD

The Lakewood (Diablo Triangle) neighborhood is composed of three census tracts (5048.02, 5048.03, and 5048.04) with its triangle boundaries of Highway 237, Highway 101 and Calabazas Creek. The major commercial activity in this area is along Lawrence Expressway and the frontage road off Highway 101. In 1980, Lakewood had 13,158 residents, representing 12.3% of the City population. The Lakewood neighborhood is adjacent to the job center of Sunnyvale and North Santa Clara County.

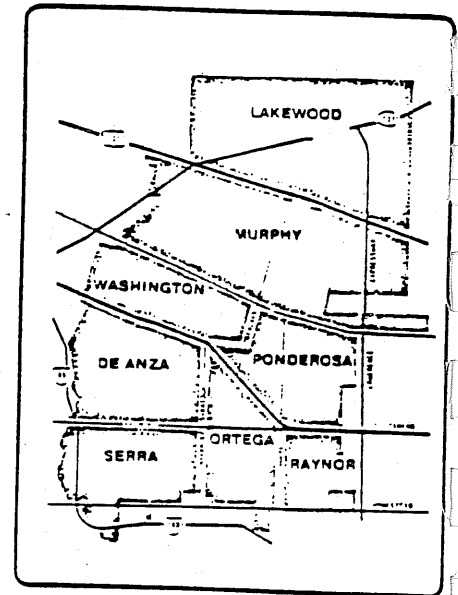
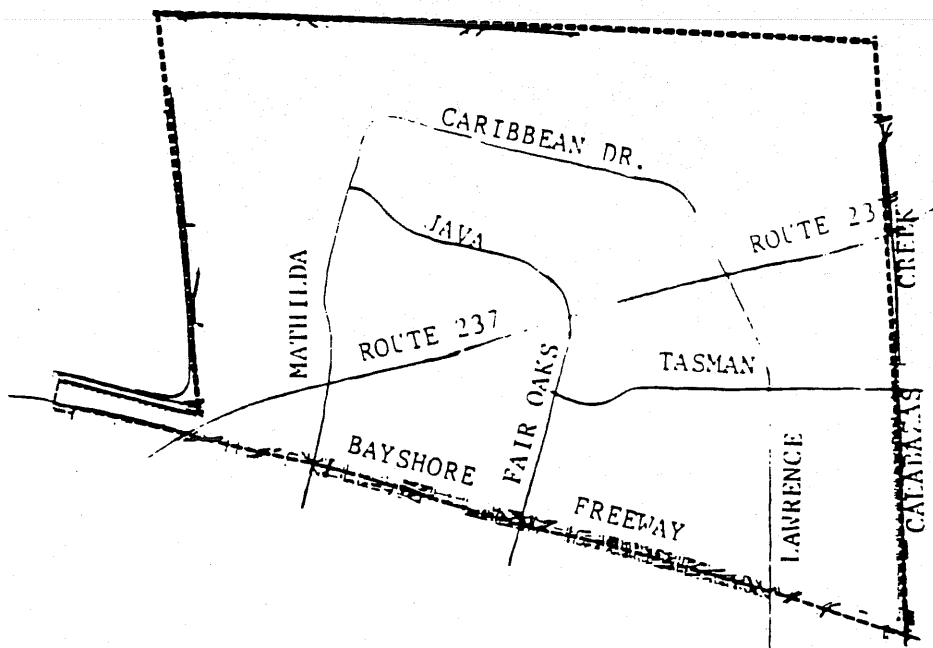


Figure I-26. Lakewood Planning Neighborhood.



Lakewood experienced a sharp decline in school age children and therefore only one elementary school of the original three schools is still open. Bayside School was closed, and its property is now part of Plaza Del Rey Mobile Home Park. Fairwood Elementary is now used partly by the Sunnyvale School District as a child development center and partly as a private child care center through a long term lease agreement. Lakewood School remains open.

Access to public transportation is limited with routes along Fair Oaks, Tasman and Lawrence Expressway. However, it should be noted that this neighborhood may have future direct access to a lightrail system that is planned to connect the East Bay with the industrial area and downtown Sunnyvale. Three percent of the area's population have disabilities that preclude the use of public transportation, and 20.4% of the City's residents who have such disabilities live in Lakewood.

Three parks are within the Diablo Triangle. Orchard Gardens Park has tennis courts, playground equipment, and a multi-purpose facility. Fairwood School/Park is limited to playground and baseball/soccer facilities. Lakewood Park offers swimming, tennis courts, baseball/softball/football fields, picnic grounds and play equipment. The Lakewood park center offers a variety of organized programming for youth.

Lakewood has four distinct communities. The mobile home parks make up one "community." The mobile home parks are generally maintained in good condition, and are relatively expensive. Residents are older (median age 59.0), wealthier (\$11,909 per capita) and have an extremely low number of renters (only 10.1%). Although senior citizens compose only 8.2% of Sunnyvale's population, this area has 31.0% of its residents over 65 years old. Every mobile home park in this neighborhood is closed to children and most of them offer a variety of recreation services (pools, spas, saunas, and clubs) geared to the "adults only" atmosphere.

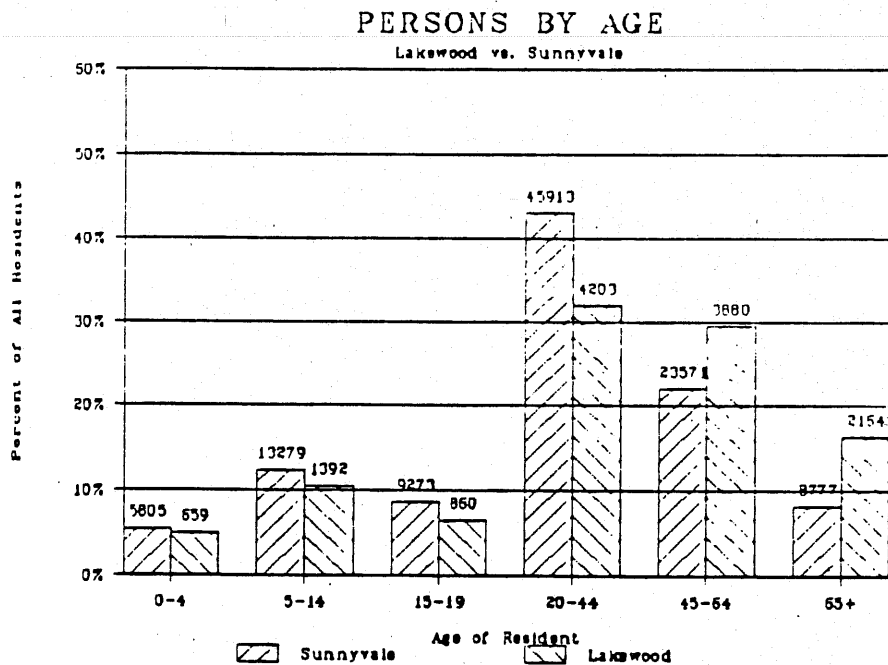
Orchard Gardens neighborhood is located off Mathilda Avenue between Highway 237 and Highway 101. It is a small, isolated area with only 385 housing units and 1,126 residents. It has a small community park to serve its residents, but no schools. Twenty-three and five tenths percent (23.5%) of the residents are under 15 and the median age is 26.6. It has a large minority population (26.7%). Over one-fifth of the households (21.9%) have a single female parent. It has an 11.0% high school drop out rate. Its per capita income of \$8,200 in 1979 is considerably lower than the City's per capita income of \$10,359 or the mobile home parks average of \$11,909.

The Lakewood Park neighborhood is bordered by Highway 101, Lawrence Expressway and the mobile home parks. Lakewood Park and the adjacent school is the centerpiece of this community. The residents here are 34.5% renters, live in larger households (14.0% of home have over six people), are more likely to be foreign born (25%), and younger (with a median age of

26.0 and 27.7% of the residents being under 15 years old). The per capita income is \$7531.

The Fairwood community is located directly across Lawrence Expressway from the Lakewood Park area between Highway 101 and the mobile home parks. The center of the community is the closed Fairwood School, which has athletic fields and childcare. Its eastern boundary is the City limits. It also has a relatively young population with a median age of 25.2, only 19% senior citizens and 25.3% of the residents being under 15. The high school drop-out rate for this area is 24.5%. The per capita income is \$7,613.

Figure I-27. Age Distribution of Lakewood Residents Compared to City.





## E. MURPHY PLANNING NEIGHBORHOOD

The Murphy neighborhood is composed of seven census tracts (part of 5052.01, 5087.01, 5087.02, 5088.00, 5089.00, 5090.00 and 5091.02). The boundaries are Highway 101 on the North, the City limits on the west, Hendy Avenue (Southern Pacific railroad tracks) on the south and the City limits on the east. In 1980, Murphy had 16,067 residents, representing 15.1% of the City's population.

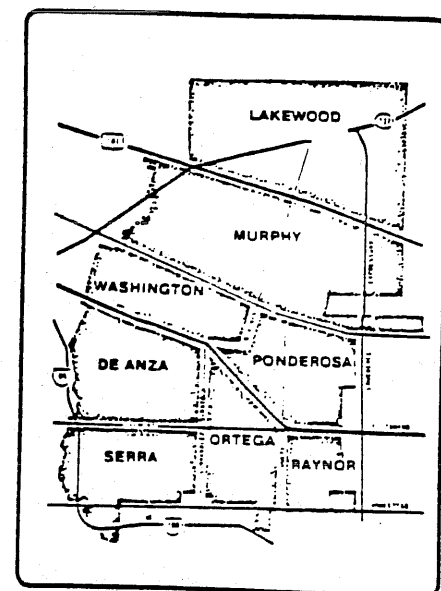
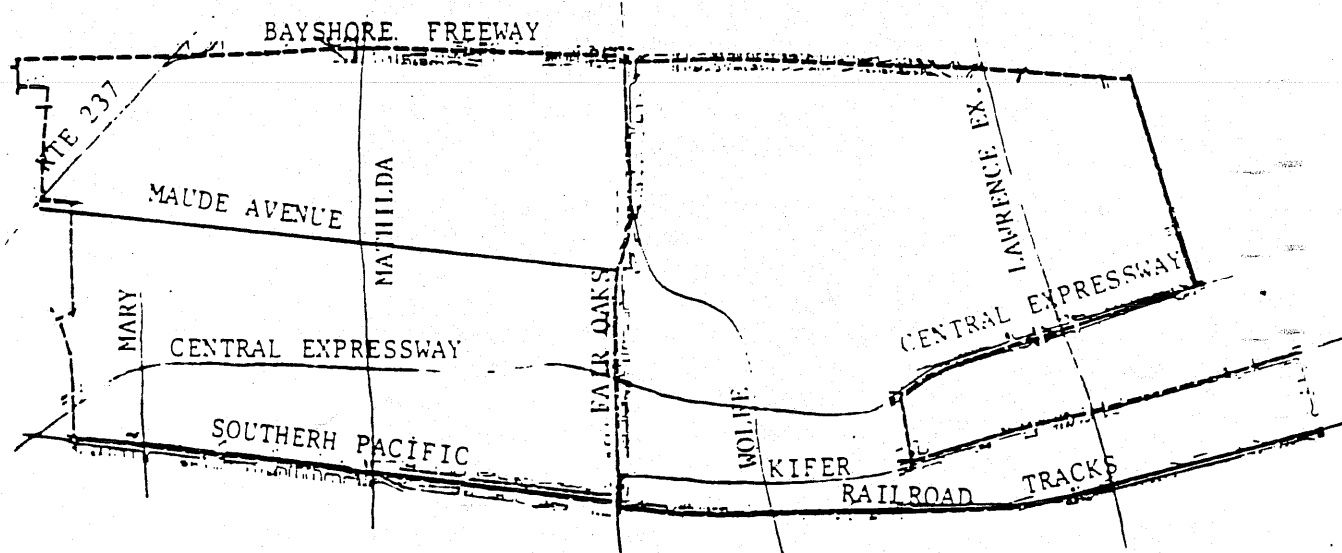


Figure I-28. Murphy Planning Neighborhood.



When the 1970 census was taken, this area had four elementary schools, one junior high and one high school. Since then, Fair Oaks Elementary school was closed and replaced by a condominium development. San Miguel Elementary has been closed and is now used as a co-op pre-school, a teen center and a training facility. Sunnyvale High School was closed and leased to Westinghouse. Madrone Jr. High and Morse Elementary were combined as Columbia Community School and are used as a K-6 regular school, a K-8 structured school and a private day care center. The second school which remains open in this area is the

City's oldest school, Bishop Elementary. Junior high students attend Sunnyvale Junior High and high school students go to both Fremont High School and Homestead High School.

County transit provides bus routes along Duane Avenue, Mathilda Avenue, Maude Avenue, Fair Oaks and Sunnyvale Avenue. Junior high students ride a school district bus to school while Fremont High students are offered a monthly bus pass (paid by the District) on County Transit.

This area has five parks - Fair Oaks Park, Murphy Park, Columbia Park, Cannery Park and Encinal Park. Fair Oaks offers the typical park programs, baseball, play equipment and picnic facilities. There is high day use by both workers and seniors of the fields at the Westinghouse facility (formerly Sunnyvale High School) and the tennis courts and par course at Columbia. Murphy Park offers lawn bowling, picnic grounds, a museum and various recreation and senior programs in the Murphy Park building. The Sunnyvale Municipal Golf Course is also in this region.

The Murphy neighborhood could be described as four smaller neighborhoods: San Miguel, Columbia (formerly Morse/Madrone), Bishop/Victory Village and North Mary/Central. San Miguel (Fair Oaks to Lawrence Expressway, Duane to Highway 101) is a mixture of apartments, single family homes and duplexes to the east and small single family homes to the west. It has a large minority population (46.0% compared to the City's 25.3%), a higher than average number of renters with 59.8% for the area (city average 48.3%), a low per capita income of \$7,839 versus the City at large \$10,359, a high number of high school drop-outs (30.1% compared to the City average of 12.4%).

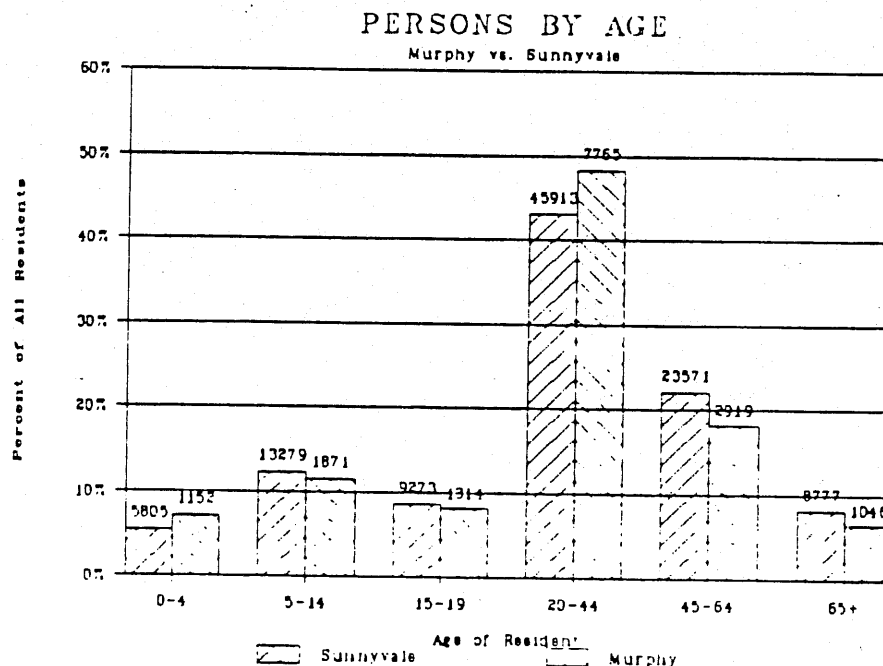
The Columbia area is bordered by Highway 101, Fair Oaks Avenue, Maude Avenue and the City limits boundary line to the west. This area is composed mainly of single family homes with apartments along the peripheral streets along with two fairly new large condominium complexes on Fair Oaks. The area has a large number of minority residents (39.8%) and over 20% of the community is foreign born. The unemployment rate in 1980 was 4.8% in this area compared to 3.5% Citywide. The per capita income was \$7,875 (City \$10,359) with 37.9 of the households having a total income of less than \$15,000 as compared to the City's 25.5%.

The Bishop/Victory Village area encompasses approximately one-third of this planning area. This

section is made up of small houses as well as less expensive apartments/duplexes and is one of the older sections of Sunnyvale. Over 76% of the households are rented (City average 48.3%). The per capita income is \$9,388 (City \$10,359), it is very mobile (only 25.4% lived in same house in 1975), almost half (49.3%) of the work force is employed in Sunnyvale and 41.9% are minorities with a large number of these being Hispanic.

The North Mary/Central area is Sunnyvale's newest residential neighborhood. In the early 1980's, the City Council rezoned about 200 acres of industrial land to mostly high-density residential, and the major portion of this land was located in the north Mary/Central area. North Mary/Central is generally defined as the area bordered by Evelyn and the railroad tracks to the south, 237 to the west, Maude to the north and Mathilda to the east. As a result of the rezoning about 1,940 housing units were added to this neighborhood, concentrated in the North Mary/Central area. The estimated 4,000-plus residents that presently live here were not counted in the 1980 Census, and it is likely they would differ demographically from the rest of the Murphy Neighborhood, since the apartments and condominiums are relatively expensive.

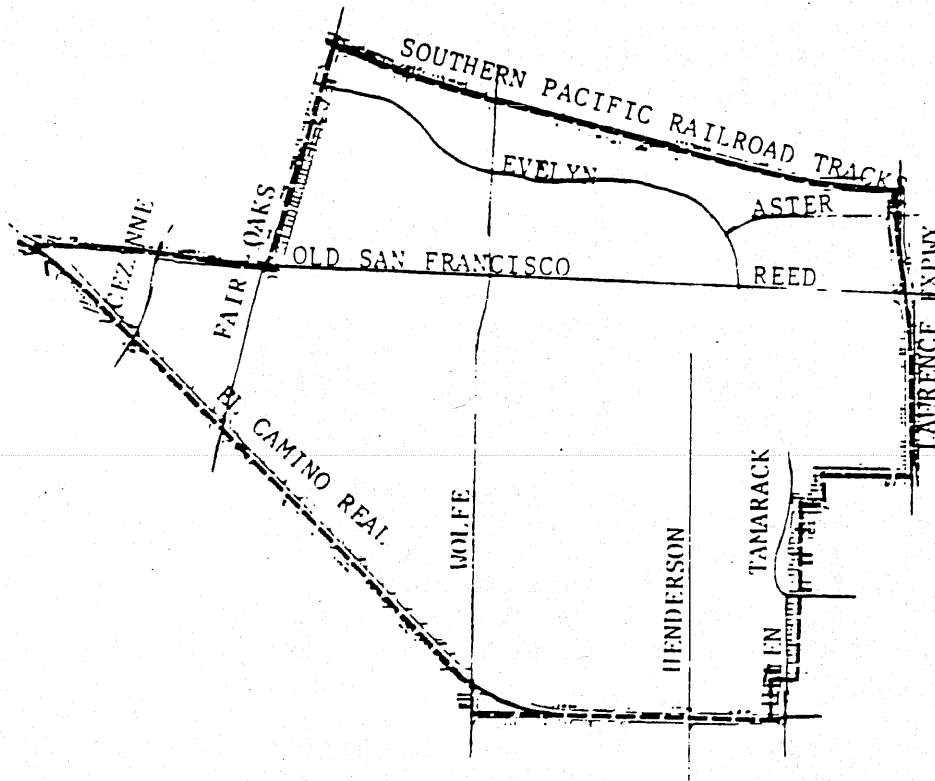
Figure I-29. Age Distribution of Murphy Residents Compared to City.



The Murphy Neighborhood was divided into 1988 to be split into two neighborhoods, West Murphy and East Murphy, because of the development of the North Mary/Central area. The dividing line between the two neighborhoods is Fair Oaks Avenue. Future General Plans will make the delineation.

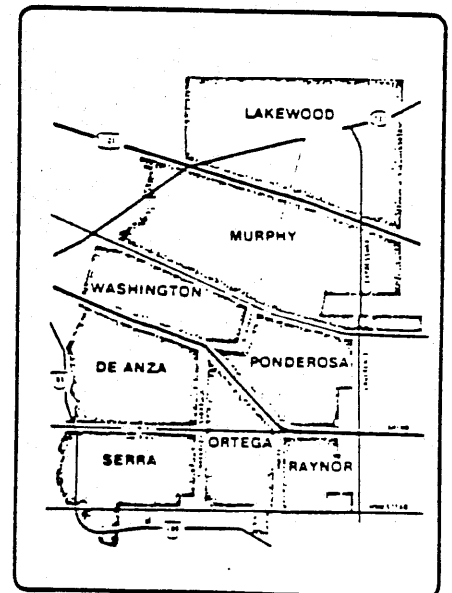
## F. PONDEROSA PLANNING NEIGHBORHOOD

Figure I-30. Ponderosa Planning Neighborhood.



The Ponderosa neighborhood is made up of four census tracts (5085.04, 5085.05, 5085.06 and part of 5087.03) and is bordered by El Camino Real on the south, the eastern City limits, the Southern Pacific's railroad tracks on the north and a jagged line on the west that goes along Fair Oaks Avenue from Evelyn to Old San Francisco Road, then west to Sunnyvale Avenue and North to El Camino Real. Commercial activity is along El Camino Real, Wolfe Road, Fair Oaks Avenue and Old San Francisco Road/Reed Avenue. Some industrial activity is located in the northeast corner of this area. In 1980, Ponderosa had 17,796 residents, representing 16.7% of the City population.

The schools in this neighborhood are under the jurisdiction of two different school districts for both elementary and high school students. Sunnyvale School District controls the elementary school north of Reed Avenue (Ellis School) and junior high students attend



Sunnyvale Junior High. High school students from this small section attend Fremont High School which is under the jurisdiction of the Fremont Union High School District. Students south of Reed Avenue attend schools that are part of the Santa Clara Unified School District. Elementary students attend Ponderosa School. Braly Elementary, the only other school, has been closed and is currently leased to a Montessori school. Junior high children attend Peterson Jr. High and high school students attend Wilcox High School in Santa Clara.

Public transportation in this area is along El Camino Real, Wolfe Road, Fair Oaks and Old San Francisco/Reed Avenue and appears adequate for the area. School children in the Santa Clara Unified School District and the Sunnyvale Elementary School District are bussed on school busses. Fremont High School students from this area must depend on County Transit and are all eligible for free monthly passes from the school.

The two parks in this area are Ponderosa Park and Braly Park. Their facilities include tennis courts, softball fields, basketball court, horseshoe pits, playground and barbecue areas. Organized activities are offered in the multi-purpose rooms. Sunken Gardens Golf Course, a nine hole executive-type course with a driving range, is also in this area.

This area could easily be broken into seven small neighborhoods. The Fair Oaks West area is west of Fair Oaks between El Camino Real and Old San Francisco Road and is primarily made up of apartment complexes. Only six children under 15 years of age lived in this area in 1980. The Fair Oaks west area has a high concentration of seniors, (19.0%) and 63.2% of the area is made up of one person households. All 742 housing units are rentals and they have one of the highest per capita incomes in the City with \$14,886 due to of the high number of adults-only households.

Another district area, Ranchero Thunderbird, is located south of El Camino Real between Henderson and the city limits. It is made up mainly of mobile homes. The income level of the mobile home residents is lower than the City average (\$9,454 per capita compared to \$10,359 City-wide). Of the households in this area, 11.1% have children under 15 and 23.5% have persons over 65 years old.

The other neighborhoods in this planning area show the contracts in each neighborhood (see attached neighborhood chart) and demonstrates the necessity for certain planning procedures.